



# The Coin Machine Review

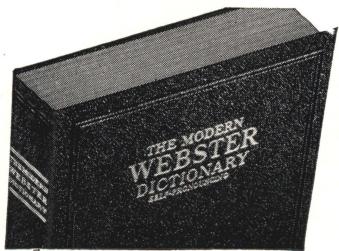
December, 1940

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# PHENOMENAL! ASTOUNDING! COLOSSAL!

If you don't know what those words REALLY MEAN . . . here's your chance to find out . . . in the most GIGANTIC . . . SIGNIFICANT . . . and AMAZING OFFER EVER MADE by any publication in the entire Coin Machine field!

**HERE is the dictionary  
YOU NEED!**



## *Contains*

32 pages of world maps in color. How to use words. Where our words came from. Punctuation. Time and its variations. State flowers. National Parks of the United States, where they are, their size and characteristics. Standard English—how to use words correctly—say what you mean and mean what you say. Dictionary of the automobile. Dictionary of radio words and terms. The metric system of weights and measures. AND THOUSANDS and THOUSANDS of words you need to know.

**This dictionary is  
YOURS—FREE!**

## **New 1940 MODERN WEBSTER DICTIONARY**

THOUSANDS AND THOUSANDS of words—how to spell them, how to pronounce them, what they mean—are to be found in the NEW 1940 MODERN WEBSTER DICTIONARY. Thirty-two pages of maps in MANY COLORS—the ENTIRE WORLD is here. There is a dictionary of the automobile, and of radio terms . . . a chart of weights and measures . . . and MANY OTHER OUTSTANDING FEATURES.

This dictionary is LIGHT, the RIGHT SIZE, and EASY TO HANDLE AND USE. It is bound in imitation LEATHER with GOLD LETTERING on the cover.

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A copy of this dictionary, the MOST IMPORTANT BOOK IN THE ENGLISH LANGUAGE, will be sent without one cent of extra cost to everyone who sends ONE DOLLAR FOR TWELVE ISSUES OF THE COIN MACHINE REVIEW. Think of it! Twelve issues of the Industry's LEADING TRADE PAPER for only ONE DOLLAR . . . and the Dictionary is YOURS—ABSOLUTELY FREE!

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Address.....

City..... State.....

**COIN MACHINE REVIEW**

1115 Venice Blvd.

Los Angeles, California

# DON'T BE FOOLED



- YOU CAN'T MAKE MONEY ON  
DEADHEAD PHONOGRAPHS  
THAT DON'T PAY THEIR WAY

KEEP MODERN WITH NEW **WURLITZERS**

REG. U.S. PAT. OFF.

# *Trade In Your* DEAD THAT DON'T PAY THEIR WAY TOWARD NEW MODERN **WURLITZERS** *That Pay Big Profits*

Don't be fooled. Deadhead phonographs left on location produce only a small fraction of the profits a more modern Wurlitzer would earn. And every day they stay—you risk the loss of those locations.

Turn them in toward brand new, big earning Wurlitzers. Put these top-profit producers in your best locations. Move your newer instruments right down the line giving every location a better phonograph. Your overhead stays the same. Your profits go up. Your locations remain YOURS!

#### DON'T BE FOOLED BY "MADE-OVER" PHONOGRAPHS EITHER

A "Made-Over" phonograph is a lame attempt to hold a location. It doesn't fool the location owner. It doesn't fool the public. Don't attempt to build your business by half-baked measures like these. Invest your money on a sound basis—in new Wurlitzer Phonographs. Keep your business

modern and it will keep on paying you substantial profits year after year.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR  
OVER TWO HUNDRED YEARS

*Take a tip from  
the Taxicab Companies*

THE PUBLIC WANTS  
SOMETHING NEW

PEOPLE DON'T GO  
FOR OBSOLETE  
MODELS



# HEAD PHONOGRAPHS

REGARDLESS OF HOW MUCH  
MONEY A PHONOGRAPH TAKES  
IN IT COSTS YOU JUST AS MUCH  
FOR

**COLLECTIONS**  
**SERVICE**  
**RECORDS**

Whether you operate new or old phonographs, your operating costs remain the same. Any increase in collections means extra profit for you.

That's why it pays to replace deadhead phonographs that don't pay their way with more modern Wurlitzers with increased eye and ear appeal—far greater earning power.

**AND OVERHEAD**



Better to junk old phonographs than keep them on the job... Better yet—turn them in toward new modern Wurlitzers at your nearest Wurlitzer Distributor





MODEL 800

*Make More  
Money!*

MODERNIZE YOUR BUSINESS  
WITH  
**NEW WURLITZERS**

REG. U.S. PAT. OFF.

PRINTED  
IN  
U.S.A.

**JUST A HANDFUL OF GAME**



**BUT.** → →

# CUB

GIVES YOU TWO  
SEPARATE CASH BOXES  
AND DAVAL'S FAMOUS  
AUTOMATIC COIN DIVIDER!



The Only Tiny Counter Game of Which It Can Be Truly  
Said, "IT'S AN OPERATORS MACHINE!"

WHY WORK HARD WHEN YOU CAN MAKE MORE MONEY WITH LESS EFFORT THAN EVER BEFORE? WHY SPEND HOURS COUNTING COINS AND FIGURING PERCENTAGES WHEN YOU CAN OPERATE THE MOST REMARKABLE BABY SIZE GAME NOW ON THE MARKET, CUB—the game which does all the work for *you*—automatically separates your net profit money into an individually locked cash box! SAVE TIME! SAVE TROUBLE! REMAIN FRIENDS WITH YOUR LOCATIONS! AND MAKE MORE MONEY THAN YOU EVER DREAMED POSSIBLE! SMALL SIZE COUNTER GAMES ARE THE THING NOWADAYS—AND CUB IS THE BABY FOR YOU!



**SIZE: JUST 5½" X 5" X 6½"**

Altho CUB is one of the tiniest counter games ever known to operators, it contains the one feature which has never before been accomplished in a baby-size machine. CUB is THE ONLY GAME OF ITS KIND WITH TWO SEPARATE CASH BOXES AND A COIN DIVIDER WHICH AUTOMATICALLY DIVIDES THE "TAKE" BETWEEN THE OPERATOR AND THE LOCATION OWNER — three-fourths to the location who makes his own payouts and one-fourth to the operator, which is his net profit. (AN 80% and 20% DIVISION INSTEAD OF 75%-25% IS OPTIONAL.) THAT'S WHY CUB IS STRICTLY AN OPERATOR'S MACHINE!

Think of it! The operator saves time! . . . his share is ALL profit and is always ready for him! Despite the small size of the machine, the operator actually need call less often to collect his share because the location owner continually removes three-fourths of the total amount played as his share and to pay awards! No checkups are required — no deductions for payouts! The location owner makes payouts from his own cashbox . . . has no money invested while waiting to be paid off by the operator . . . always has plenty of coins available to make change for players! CUB is the perfect game for the operator not only because of its convenience to him, but because location owners demand it!

The CUB mechanism is the last word in precision-built perfection! Only from Daval can you get in such a small game such remarkable mechanical perfection, such smooth operation, such absolute consideration for even the smallest details! The coin chute will take as many as four coins for consecutive play! The Daval automatic coin divider is, of course, the only one of its kind in the world—unapproached by any other in any machine!

CUB has every feature desirable in a tiny counter game . . . and much more besides. Read the back page of this circular and you'll know why CUB is catching on among operators with the most amazing rapidity in coin machine history!

**Shipping Weight  
Approximately  
30 Lbs. per Case of 6.**

**PRICE CUB  
\$13<sup>95</sup>**  
**Carton of 6  
\$75<sup>00</sup>**

**1/3 Down Balance C.O.D.**

**THREE DIFFERENT TYPES OF REEL STRIPS! TAKE YOUR CHOICE!**

**CIGARETTE REELS**



**NUMBER REELS**



**FRUIT REELS**



**EXTRA REEL STRIPS AND REWARD CARDS FURNISHED UPON REQUEST AT NO EXTRA CHARGE!**

**...AND HERE'S ANOTHER  
MASTERPIECE . . .  
A MINIATURE 5-REEL  
POKER GAME!**

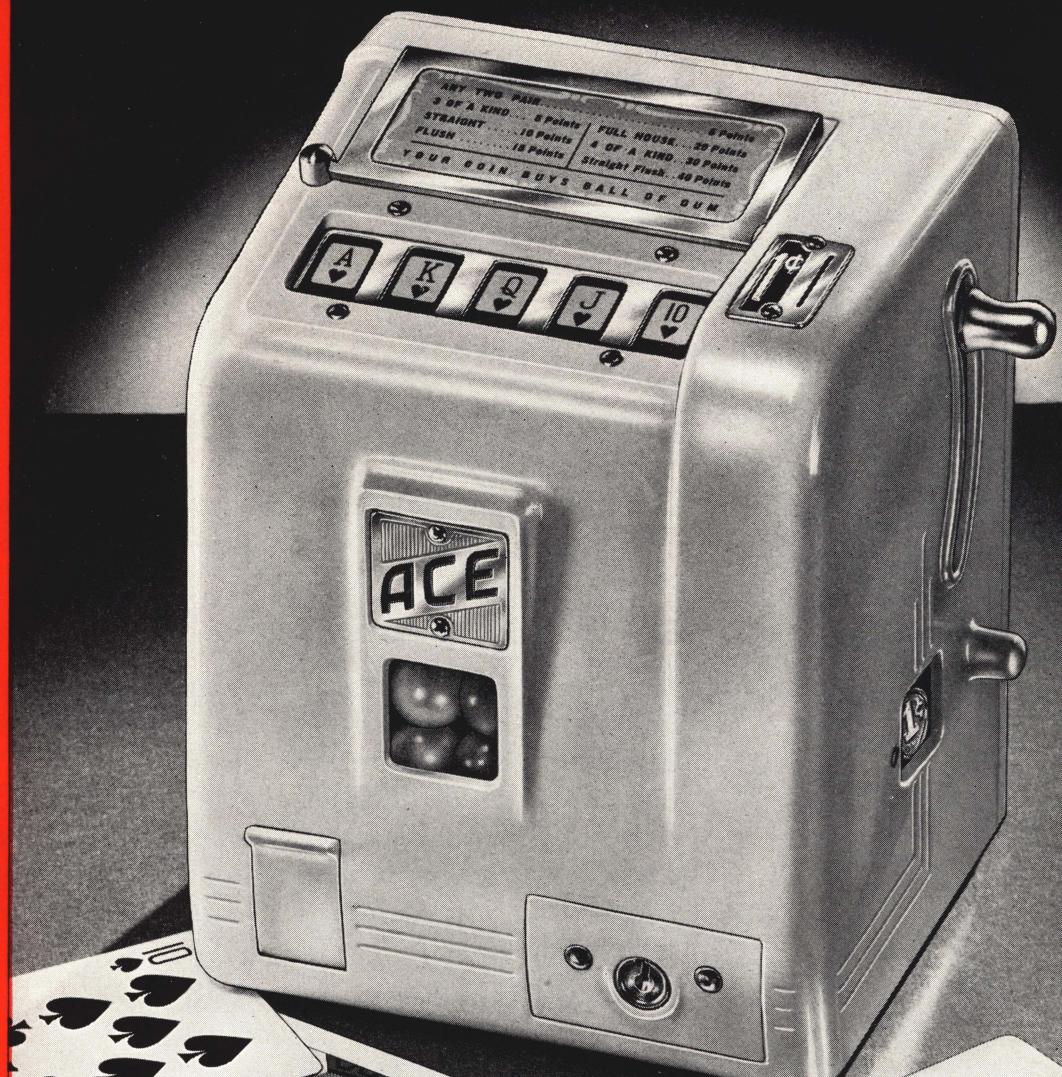
Good old POKER! . . . the most popular of all card games! . . . In a tiny game that's wowing 'em from coast to coast! ACE is a dream of a game! Five reels—yes, actually FIVE reels—in a game which is no bigger than your opened hand! . . . No bigger than the 3-reel Cub! That's real progress in the counter game industry . . . progress that means more profits for YOU! . . . and less work, too . . . for ACE contains the far-famed *coin divider* which divides the total earnings and neatly sends 'em into two separately locked cash boxes—one for the operator and one for the location owner! YOU know what that means—no more bickering with the location owner, no more figuring and counting coins for the "divvy" between you and the location! No more messin' around at all! You just walk in, open YOUR cash box, take out YOUR money (it's ALL yours—every penny), lock it and you're off to the next location . . . or a game of golf or a party! Plenty of time now for your own pleasure . . . and more money to enjoy! Because ACE not only saves time for you, but has an appeal that pulls in the dough . . . POKER PLAY! What a break for operators . . . LESS WORK, MORE MONEY, BETTER RELATIONS WITH LOCATIONS . . . and all because of this very tiny game by Daval! Naturally, ACE is built with most painstaking precision, has all the features contained in Cub, and is the best looking job you ever saw! Remember—it's a Daval game!

Shipping Weight  
Approximately  
30 Lbs. per Case of 6.

PRICE ACE  
**\$14.95**

Carton of 6  
**\$80.00**

# ACE



# A PINT SIZE GAME WITH 2 MAN-SIZE CASH BOXES....

A SEPARATE CASH BOX FOR THE LOCATION!  
A SEPARATE CASH BOX FOR THE OPERATOR!

Both CUB and ACE are master-built by Daval, which means the utmost in engineering efficiency and precision craftsmanship! When you buy either of these wonderful machines you get the following features in addition to a host of others which must be omitted here for lack of space:

- ★ Gum vendor and dummy ball gum display. CUB and ACE are the only baby size machines having the ball gum display feature!
- ★ When not in use, reel windows may be covered with hinged interchangeable reward card frame.
- ★ An etched plate indicating the price per play surrounds the coin chute.
- ★ Mechanism slides in and out of cabinet as one unit.
- ★ Silent 1, 2, 3 reel stops. Mechanism is absolutely cheat-proof, fool-proof and tamper-proof.
- ★ Ball gum refill possible thru opening in back without unlocking door.
- ★ Beautifully designed in the modern motif and finished in "hammerloid" baked enamel in assorted colors, packed 6 to a case.
- ★ Sturdily built for years of perfect and profitable operation.
- ★ Automatic coin divider separates all money played into two individually locked cash boxes, one for the location owner, the other for the operator. The capacity of the operator's cash box is three times that of the location's cash box. This, and the fact that the location owner has access to his own cash box, enables the operator to make only one check up trip to four with games not having a coin divider and separate cash boxes.

Both ACE and CUB are available in straight 1c, 5c, or 10c play as ordered.

**DON'T DELAY—ORDER TODAY!**

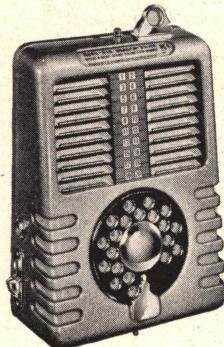
Pacific Coast Office: **MAC MOHR** 2916 W. PICO BLVD.  
LOS ANGELES, CALIF.

**DAVAL CO.,**

NOT  
INC.

**2043 CARROLL AVE.  
CHICAGO, ILLINOIS**

## The ROCK-OLA DIAL-A-TUNE Wall Box



It's a pleasure to insert your coin and dial-a-tune . . . like a telephone dial. More play appeal than any on the market. Beautiful Luxury Light-up styling. Simple to install and easy to service. Wall box requires wall space of only 13 x 9 1/4 inches. Depth only 4 inches.

**SEE IT TODAY!**

### LOS ANGELES

**JEAN MINTHORNE**

2920 West Pico Boulevard  
Parkway 1179

### SAN FRANCISCO

**REX VENDING COMPANY**

725 Larkin Street

### OAKLAND

**GEORGE A. MILLER**

128 East 14th Street

### SAN DIEGO

**A. J. FOX COMPANY**

235 West F Street

### PORTRLAND

**COAST AMUSEMENT COMPANY**

827 S. W. 13th Avenue  
Broadway 1517

### SEATTLE

**NORTHWEST SALES**

3144 Elliott Avenue  
Garfield 0460

### SPOKANE

**STANDARD SALES COMPANY**

West 1219 First Avenue  
Maine 4904

### DISTRICT MANAGER

**GEORGE MURDOCK**

Hotel Ritz

Los Angeles

California

**JAN. 5** IS THE DEADLINE FOR  
OUR BIG SHOW ISSUE  
Send Copy and Cuts TODAY



**GOLD AWARD MYSTERY PAYOUT  
COMPLETELY ADJUSTABLE AND  
CONTROLLED BY OPERATOR**

**1c PLAY CAN AWARD AS HIGH  
AS \$5 ON GOLD AWARD TOKEN!**

**5c PLAY CAN AWARD AS HIGH  
AS \$25 on GOLD AWARD TOKEN!**

7  
COIN  
MACHINE  
REVIEW



• These terrific odds get BIG, STEADY PLAY ON EVERY LOCATION! That's WHY more and more operators are now buying Mystery Payout Gold Award Model American Eagle! Control your own Awards! Cash in quick by Rushing Your Order to Your Nearest Daval Distributor Today!!!

**SEE DAVAL'S DISPLAY at BOOTHES 52 & 53**

**DAVAL, 2043 CARROLL AVE., CHICAGO**

*Pacific Coast* MAC MOHR CO • 2916 W. PICO BLVD • LOS ANGELES, CALIF.

B. D. LAZAR of Pittsburgh and Philadelphia, says:  
"Please Rush our orders on Paradise — it is Sensational!!"



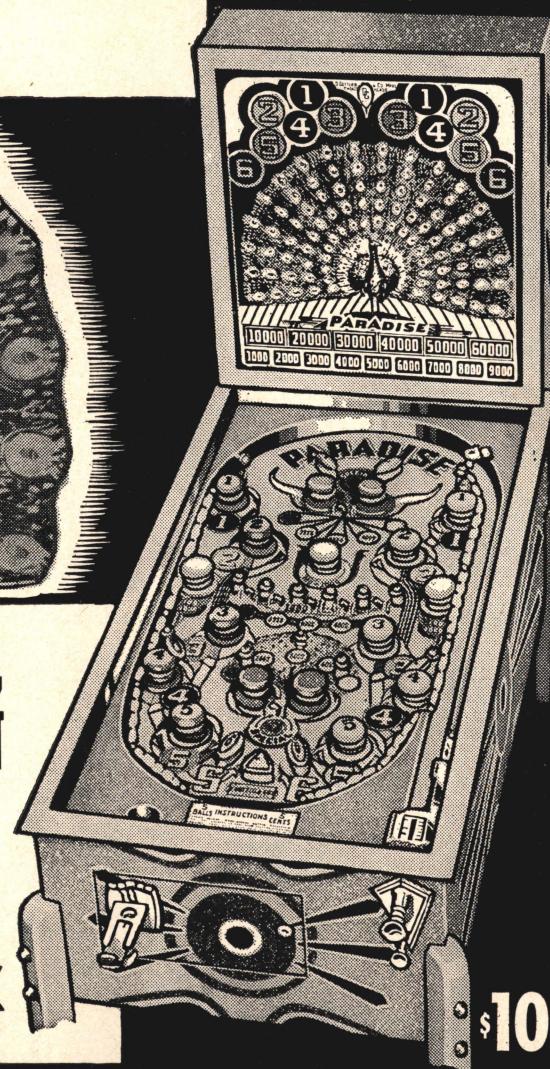
## MOST MAGNIFICENT, COLORFUL, PLAY-COMPELLING ATTRACTION IN THE INDUSTRY!

- ★ Plumage-Glo Backboard! ★ 8-Ways to Win!
- ★ 8-Way Scoring Rollovers!

SEE YOUR DISTRIBUTOR  
*Immediate Delivery*

JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
13 14 15 16

SEE OUR DISPLAY



\$104<sup>50</sup>

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO



## "The Show Was Terrific!"

### —Estimate of 2000 Visitors

9

COIN  
MACHINE  
REVIEW

**LOS ANGELES**—Well, we put out the cat and the milk bottle, locked the door, and set the calendar—"We," in this case, being everyone concerned with the staging of the Western States Coin Machine Convention at the Biltmore Hotel, here, last month. The 1940 gathering is officially ended, but that talk about the calendar is the real goods. Without exception everyone, from exhibitor to delegate, left the display halls for the last time singing the praises of the mutual cooperation, and asking one question: "When's the next one?"

Accordingly, plans have already been completed for a 1941 Western States Coin Machine Convention to be held at the Biltmore sometime during the fall of next year. Actual dates for the exhibition have not yet been established, nor has a decision been reported as to whether the next great gathering on the Coast will run for a longer period of time. One fact has been established, however: In place of two separate halls, displays will be grouped in the Grand Ballroom which can house 60 or 70 exhibitors on the single floor. The Grand Ballroom also provides a comfortable foyer which will be set up as a lounge so that there will be no need for "running around." It is probable, too, that the 1941 Convention Ball and Banquet will be held in the Biltmore Bowl, under the same roof with the show.

Lavish praises were accorded the event by many prominent men in the trade, and several contemporaries in the publishing field asserted that this was "the most outstanding regional show ever held within this industry."

More than 1900 registered operators and visitors who were deemed likely prospects for admission to the business, thought so, too. Main flaw in the assertion was that this was not, in the strictest sense, a regional gathering. Manufacturers who displayed equipment were represented from as far distant as New York and Massachusetts, and factory executives came, many by plane, from all points where coin machine production is carried on.

Visitors, too, belied the regional idea. While it is true that the bulk of the crowd came from the western states, one checked in from Paris, France; one from Singapore, Straits Settlements, four from Australia, two from Mexico, one from Canada. U. S. possessions as far away as Alaska and Hawaii were represented with one and two registrations, respectively.

A partial breakdown of registrations by states—outside California—tells an interesting story. Not counting exhibitors and factory executives, Illinois sent the largest single delegation—16. New York was second with 15, Washington third with 13, Missouri and Arizona tied for fourth with 10 each. Other areas which were represented, included:

Utah, 8; Oregon, 7; New Mexico, 6; Texas, 5; Nevada, 5; Iowa, 4; Minnesota, 4; Idaho, 4; Ohio, 4; Colorado, 3; Wisconsin, Oklahoma, Michigan and Washington, D. C., each 2; and one representative from each of the following states—Montana, Maryland, New Jersey, New Hampshire, Florida.

To Manny Guterman, 1107 North Shore Ave., Chicago, goes the distinction of being the first coinman to register at the convention. Guterman checked in Sunday afternoon, peered hopefully through the bars which kept visitors out until displays had been completed, and shortly found friends in subsequent registrants.

The local press began with not overly favorable reports on the gathering, expecting a field day in sensations had landed at

their doorstep. Publicity releases from the Convention committee cut short that idea, and evidently impressed city editors, for on the day of opening reporters and cameramen gathered en masse to cover the exhibit in an entirely different spirit. Result was a just appraisal of this young industry in big time, and a number of pictorial spreads which accomplished a good public relations job for the business, and previewing new equipment—particularly the motion picture devices—for the soon-to-be-playing them public.

Representatives of the *New York Times* and of the Anglo-American Press, a syndicate for some 200 newspapers throughout the English-speaking world, likewise recorded their impressions. The motion picture industry was intensely interested in the gathering, and delegates from most of the major studios checked in and were admitted on passes, together with a number of independent producers who are eyeing the short-short field not a little eagerly.

Several of the daily publications in the motion picture field saw fit to run lengthy comments, and *Daily Variety*, in particular, issued a timely warning to producers and would-be producers of the short movies to stay on the "clean side."

The trade press, too, was well represented, with Harvey Carr, editor of the *Coin Machine Journal* of Chicago, and Ray Becker, editor of *Ops* present in person.

Advance publicity by the industry's publications, supplementing the major promotion of the *Coin Machine Review*, the logical leader since it was on the ground floor, were credited by the Convention committee with playing an outstanding role in the success of the gathering. The Committee formally expressed its sincere appreciation of this cooperation to all who aided.

Special mention is due the Associated

Operators of Los Angeles County, Inc., who, though they had nothing to sell, except the benefits of a trade association, were among the first to take a booth where, with secretary and typewriter on duty, innumerable little special services were given to operators present without charge or obligation.

Though it is not the best policy to single out individual exhibitors for special mention, the unique service of Columbia Recording Corp. of California ought at least to be indicated. Operating a teletypewriter in the booth, with magnified messages moving across a lighted panel high enough so that everyone near the area could see, Columbia not only reminded operators of its product but recorded stock market quotations and gave special greeting to a large share of the out-of-state operators who had registered.

Feminine pulchritude was a feature of many of the booths, satisfying those who had to wait their turns to see and try out equipment on display by giving them someone charming to talk to. In most cases, however, telephone numbers were not forthcoming.

Pulchritude was also abundant in the shows at the Convention Ball and Banquet, and at the Celebrities Luncheon. The latter was made notable by the recording of part of the program and of brief talks by Homer E. Capehart, J. Charles Davis II, and Phil Robinson. Broadcast over Station KMT in Hollywood at 10:30 that evening, the transcriptions were subsequently sent out to 200 other stations throughout the country, further publicizing the industry in a favorable light.

The various tours arranged for the entertainment of visiting coinmen and their parties met with enthusiastic favor, and the city itself, with its many attractive stores and points of interest, played a gracious and friendly host.

To the more than 1900 registered coinmen and likely prospects—plus the nearly 700 others who were admitted to the halls on passes—the 1940 Western States California Convention is a memory. It is a safe bet that the memory will lure them back again in 1941, for, as they all summarized it, "The show was terrific!" ♦



Sight on the screen, sound through the earphones, a personal message by telephone from Cecil B. DeMille who stands beside the machine in a lifesize cutout, and some attractive "scenery" were factors which led the judges to award the best-display trophy to Hollywood Talkitone at the recent Western States Coin Machine Convention.



Horace Heidt, noted orchestra leader, presents the Coin Machine Review's first annual trophy for best convention display booth, to Irving Rich, who accepts it on behalf of Hollywood Talkitone and Hollywood Quality Pictures.

"So a man made you get out of the car and walk home?"  
"Yes, he was from the finance company."

## Hollywood Talkitone Gets Display Award

LOS ANGELES — Jumping a major hurdle in the restriction against use of sound in their booth, Hollywood Talkitone was given the first annual award—a handsome loving cup donated by the COIN MACHINE REVIEW—for best display at the recent Western States Coin Machine Convention.

Featuring the product of Hollywood Quality Pictures, in striking color, through their coin operated projection device, this firm overcame the handicap of sound-elimination by hooking up individual earphones to the sound unit in the machine, so that the customers got the full effect of the movie with no disturbance to anyone. The bevy of attractively-garbed girls who handled the earphones also suggested that "Mr. DeMille would like to talk to you," and gave prospects a telephone which appeared to have a direct connection, over which brief recorded greeting from Cecil B. DeMille, producer for the organization and world-famed for his long record of entertainment feature films, was heard.

Presentation of the trophy was made to Irving Rich, for Hollywood Talkitone, by Horace Heidt, noted bandleader, during the course of the program at the Convention Ball and Banquet, at the Wilshire Bowl.

Booths given honorable mention were those of Wolf Sales Co. of San Francisco, Mills Novelty Co. of Hollywood, Bally Mfg. Co. of Chicago, and "Maestro," the wired music unit of Rodney Pantages, Inc., of Hollywood.

Judges of the booths were Harvey Carr, editor of the *Coin Machine Journal*, Ray Becker, editor of *Ops*, and Francis Bustillo, convention director for the Biltmore Hotel. ♦



Operators got a lavish welcome at the California Simplex Distributing Co. booth, showing Wurlitzer equipment, at the Western States Coin Machine Convention. The booth itself was smartly decorated, smartly arranged.

All Convention Photos  
in this Issue by  
**MOTT STUDIOS**  
2115 W. Pico Blvd.  
LOS ANGELES, CALIF.



## THE EXHIBITS



# Western States Convention Exhibits Run Gamut of Equipment Possibilities

LOS ANGELES—The two exhibit rooms packed 'em in for three days. The upstairs suites of those exhibitors who had them, drew consistent full houses. And the individual booths on the floors had few and infrequent breathing spells between visitors as nearly 2000 people attended the Western States Coin Machine Convention, at the Biltmore Hotel, here, November 18, 19 and 20.

Without exception, exhibitors professed success of the affair, and, checking them out on Friday, after the conclusion of the show, there was a unanimous declaration that "we'll be back next year with the same or larger space." Plans have already been made to hold the 1941 Western gathering again at the Biltmore, in October. Major change in the setup, however, will be the installation of exhibits in the Grand Ballroom which will house 60 to 70 displays on the same floor, simultaneously offering even finer facilities for the entertainment of visitors.

## Who Was There

Booth 1 was held by the Coin Machine Review, represented by its publisher, P. W. Blackford, J. Charles Davis II, and J. J. Dillon.

Booth 2 was occupied by International Mutoscope Reel Co., Inc., Long Island City, N. Y., showing various Mutoscope products, including the Photomatic and the new anti-aircraft game. Representing this firm in the booth were: Bill Rabkin, Fred and Adele McKee, Don and Millie Radenbaugh.

Booth 3, 4. E. C. McNeil, Inc., western sales representative, of Los Angeles, for National Vendors, Inc., St. Louis. In the booth were George W. Bates, Oakland; Mr. and Mrs. A. H. Farmer, Seattle; Preston Jarrell; Kenneth Williams; Mrs. E. C. McNeil; and H. W. Wyatt.

Booth 5. Wolf Sales Co., Inc., San Francisco and Denver, showing coin operated games and Wurlitzer phonographs. Representatives included Wolf Reiowitz, head of the firm, and A. C. "Chic" Roberts.

themselves entirely satisfied with the suc-

A comely lass in a white silk play suit was an added feature.

## Teletype Greets Visitors

Booth 6. Columbia Recording Corp. of California, Hollywood—Columbia and Okeh phonograph records. Representatives were Paul E. Crowley, Paul G. Peppin, A. J. Lindholm, W. C. Markham, Ray Zimmerman, Ted Wyatt, Jim Kelly, Bill Richards, "Nick" Nichols, and "Miss Columbia," a recent Parisian importation. A teletype machine installed in the booth gave stock market quotations to keep the boys posted, and recorded the names of many of the out-of-towners at the show, to whom greetings were extended.

Booth 7. Rodney Pantages, Inc., Hollywood—Maestro wired music installations. Representatives—Rodney Pantages, H. A. "Hum" Brocamp, Arsene Pernetti, Ben Johnson, Bill Wolff, Mac Cutler, Al Leach, J. K. Mitchell, J. L. Hawthorne, and Henry Charles.

Booth 8. Mills Sales Co., Los Angeles and Oakland—Mills Novelty Co. amusement devices, represented by J. P. "Midge" Ryan, C. "Briz" Crabtree, G. B. Mills, A. H. Bouterous, Cal Brown, and Warren H. Taylor.

Booths 9, 10. Advance Automatic Sales Co., San Francisco—amusement devices, including J. H. Keeney & Co. equipment and the well-received Squoits, water polo game. Represented by Lou Wolcher, X. H. Grusenmeyer, and Jack Keeney, Jr.

## And Lots of Pretty Girls

Booth 11. Hollywood Quality Pictures, Los Angeles—coin operated motion picture

projectors and films. Representatives included Irving Rich, Charles M. Bogroff, Sam Faber, E. V. Herzog, Lawrence A. Jackson, Harry Koepp, Frank and Morris Kozinsky, Harry C. O'Brien, Edward J. Therrien, Arthur Solomon, John Keller, E. J. Lloyd, and Ken Price. Cecil B. DeMille spent some time at the booth, and a half-dozen lovelies in brief costumes presented an eye-filling picture.

Booth 12. Leo J. Meyberg Co., Los Angeles and San Francisco—Victor and Bluebird records; represented by Bert Annear.

Booths 13, 14. Arthur H. DuGrenier, Inc., Haverhill, Mass.—cigarette vendors; represented by C. A. Blake.

Booth 15. Baker Novelty Co., Chicago—Bakers Pacers; represented by Harry Schifren.

Booths 17, 18. Voca-Tele Co., Hollywood—wired music units; represented by F. J. Alberty, Marc Sessions, R. C. Simonton, John H. Marshall, E. M. Burnham, J. W. Behrendt, and Warren Seeley. Show Box, Inc., New York, coin operated sound movie machine, shared the booth, represented by M. L. Meyer.

Booth 19. Rowe Service Co., New York—Rowe cigarette and merchandise vendors; represented by R. Z. Greene, Harry G. Cisterman of Oakland Cigarette Service, T. A. Morrissey, Ed Chandler, Horace Shelton, C. E. Scott and Bert Levine.

## Movie Production Equipment

Booth 20. Mills Novelty Co., Hollywood—Mills Panoram equipment; represented by Arthur F. Hickox, Harry G. Allen, Maurice Mummert, Gordon B. Mills, and V. B. Hackett.

Booth 21. Soundies Distributing Corp. of America, Hollywood—motion pictures; represented by Jack Brewer, Ralph McNamara, E. G. Harmon, Henry Henigson, and G. B. Mills. Booth showed visitors what a motion picture camera looked like, and had two girl attendants to greet them.

Booth 22. Superior Products, Chicago—salesboards; represented by Rudy Schissel, Lou Stoken, Joe and George Brodsky, George D. and Chester Sax, and Robert H. Kolinsky.

Booth 23. The Daval Co., Chicago, and the Mac Mohr Co., Los Angeles—Daval games; represented by Al S. Dougis and Mac Mohr.

Booths 24, 25. Recordall Music Sales Co., Los Angeles—Recordall "Rhythm-Air" wired music installation; represented by Mr. and Mrs. M. H. Stearns, Robert G. Sands, Cliff H. Ruberg, Ernest Clover, Mr. Patrick, and the "Rhythm-Air" Hostess. Kunkel Metal Products, Los Angeles, makers of a coin operated popcorn vending machine, shared the display space, represented by Victor Kunkel.

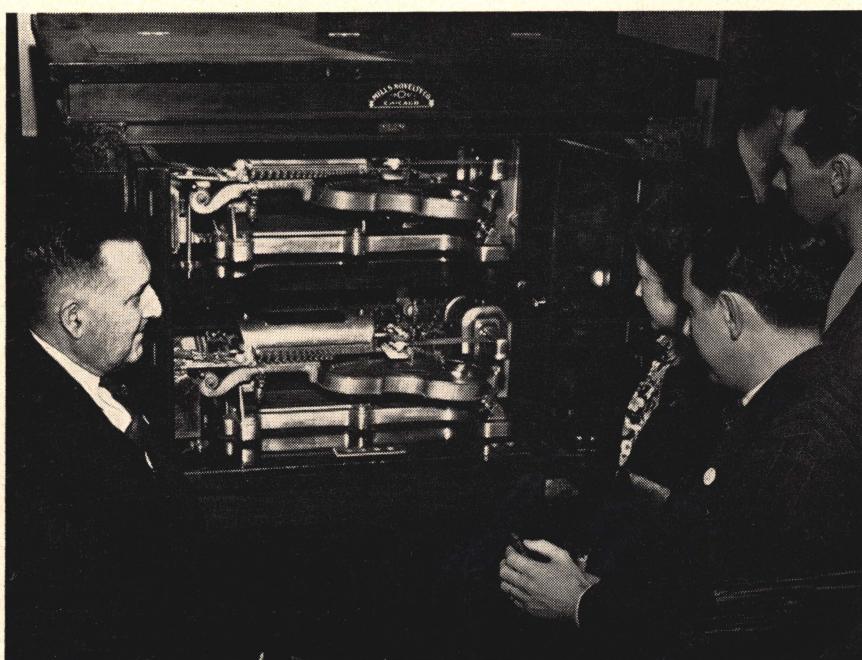
## Model Bar Set Up

Booth 26, 27. Packard Mfg. Corp., Indianapolis, Indiana—Packard "Heads-Up" Selector and Pla-Mor Music Box; represented by Homer E. Capehart, W. E. Simmons, H. R. Smith, Max Thiede, D. H. Osborn, Clayton Ballard, and Richard Fields. Display was arranged at a demonstration bar set-up.

Booth 28. Metermovies, Inc., Hollywood—coin operated motion picture projection equipment; represented by Don Heyer, Joseph W. Ferrara, Hugh Lacy, Bob DeLeon, James Boyd, Robert Wilson, and Eleanor Tracy.

## Special Services

Booth 29. Container Mfg. Co., St. Louis—punchboards; represented by Jack Morley, Frank A. Showalter, Al James, Don R. Lewis, Harry Snyderman, W. M. and K. L.



A. D. Osborn (left) brought reminiscent chuckles from many an old-timer with his display of music equipment of bygone days, presented at recent Western States Coin Machine Convention.

Price, William Shorey, Sachs and Dixon, Harry Solomon, and E. G. Tepfer.

Booth 30. Associated Operators of Los Angeles County, Inc., Los Angeles—the operators' association played host to visitors in performing many little personal services, answering questions, supplying general information. Representing the organization were "Curley" Robinson, Harry Miller, Lou Raab, Ray Vale, Mollie Simon, Shirley Knell, Ray Adams, Robert J. Gans, Charles Cradick, and Herman Cohen.

Booth 31. Phonette Co. of America, Hollywood—counter and wallbox equipment for music operation; represented by W. P. Falkenberg, Leon E. Gardner, Andy Anderson, W. S. Farrell, Charles Marshall, Miss Gershaw, and "Betty."

Booth 32. Magic Music, Inc., Long Beach, Calif.—wired music wall boxes and conversion units; represented by Johnny Winn, Edy Juri, Denton Dahl, Chuck Walker, Doug Monroe, Ruth Brockman, and Leigh Knudson.

Booth 33, 34. Bally Mfg. Co., Chicago—Bally amusement devices; represented by George D. Moloney, Paul A. and Lucille Laymon, Bert Buetler, and John A. Ruggiero of San Francisco.

Booth 35. Irving Bromberg Co., Los Angeles—Cinematic motion picture equipment; represented by Irving, Martin and Sam Bromberg, Nathan and Ruby Robins, and Theodore Lundgran.

Booths 36, 37. J. P. Seeburg Corp., Chicago; E. T. Mape Music Co., California; Jack R. Moore Co., Oregon and Washington—Seeburg phonographs and wall boxes. Represented by: E. T. and V. C. Mape, D. J. Donohue, C. T. McKelvy, Al Koch, Nels Nelson, L. B. McCreary, W. A. Huber, Les Butler, Miss Douglas, George Kelley, Jack Dailey, A. J. Boyajian and J. P. Seeburg.

#### More Music

Booth 38. Gordon K. Woodard Laboratories, Los Angeles—wired music wall boxes; represented by Dr. Gordon K. Woodard, Robert R. Berry, Method Merta, Maynard and Vivian Woodard, John W. Nicholls, and Wilbur Hoyt.

Booth 39. Buckley Music System, Inc., Chicago—wall box systems; represented by Pat J. Buckley, William Corcoran, and Frank W. Jarrell.

Booth 40. Decca Distributing Corp., Los Angeles—Decca phonograph records; represented by L. C. Gilman, A. J. Perry, Ed Hamm, Paul Featherstone, Arthur C. Grobart, F. A. Furlong, and Robert W. Ogden.

Booth 41. Visograph Corp. of America, Hollywood—motion picture unit; represented by Mr. and Mrs. Mario Castegnaro, Hunter Glover, W. H. Kimble, A. R. Fletcher, C. O. Bashaw, and H. P. White.

Booth 42. O. D. Jennings & Co., Chicago—wired music equipment; represented by Dick Wiggins.

Booth 43. Shipman Mfg. Co., Los Angeles—vending machines; represented by A. V. and R. V. Shipman, and R. H. Poole.

Booth 44. Mac Sanders, Advance Automatic Sales Co., Los Angeles—games and target devices; represented by Mac Sanders and W. T. Butterworth.

Booths 45, 46, 47. California Simplex Distributing Co., Los Angeles and San Francisco—Wurlitzer automatic phonographs; supervised by Bill Bye and R. L. Smith, with other representatives including Stanley Turner and Paul Eberhardt.

Booth 48. Gay Games, Inc., Muncie, Ind.—a new line of punchboards, jar games, ticket deals; represented by Guy E. Noel, Charles R. Cannon, Don A. Shideler, and M. and O. Kiser.

## Western Convention Entertainment Sets Record for Spectacles

By THE MAN IN THE FRONT ROW

LOS ANGELES—We used to be a drama critic, and since we'd gotten a bit out of practice, the Celebrities Luncheon and the entertainment at the 1940 Ball and Banquet, both held during the recent Western States Coin Machine Convention, looked like a couple of good items to practice on. Only we were a little bit put out when we found there were no Annie Oakleys—you know, dukes, paper, passes. So we had to buy a ticket, and got the last one, too. And after it was all over we were very much ashamed of ourselves. To think that we'd tried to get in FREE to TWO affairs EACH worth EASILY \$15! That just about sums up our opinion of the two spectacles.

To begin with, the Celebrities Luncheon was sold out completely—a full 350 jammed the Music Room. The food was—well, golly, even the Kansas City boys raved about the meat. And food was only the beginning.

After the food, the program began, and it lasted a full three hours. "Curley" Robinson, director of the Associated Operators of Los Angeles County, Inc., led the pledge of allegiance to the flag, and everyone sang "God Bless America." A session of com-

Booth 50. Emerson Bros. Mfg. Co., Los Angeles—popcorn vendors; represented by Frank P. Emerson, F. H. Humphrey, John S. Francis, W. L. Walters, and Phil A. Marshalik.

Booth 51. U-Need-A-Pak Cigarette Vendors, Los Angeles—cigarette vendors; represented by Max Kraut, Walter F. Gray, Ben Frankel, Lester Rosenbaum, Ben Richards, and George Posnack.

Booth 52. Telo-Phono Co., Los Angeles—wired music; represented by Harry Winslow, V. C. and H. P. Sanders. ♦

munity singing followed, handled by George Cooper, master of ceremonies. Then came the introduction of those sitting at the speaker's table, who included:

Homer E. Capehart, A. D. Osborn, veteran music operator; Paul Blackford, Jerry Colonna, Mary Healy, Columbia Recording's Bill Richards and Paul Crowley, A. J. Lindholm, Columbia-Okeh record distributor with the Ray Thomas Co.; Chuck Foster and the songstress from his band which is playing at the Biltmore Bowl, Washington's Lieutenant-Governor Vic Meyers, Mac Mohr, associate chairman of the luncheon, Harvey Carr, editor of the *Coin Machine Journal*, and Ray Becker, editor of *Ops*.

Capehart spoke briefly and then disappeared to record a brief message for Radio Newsreel whose transcription was released for rebroadcast to some 200 stations throughout the country. Becker also gave a few pointed remarks to the luncheon assembly.

Jerry Colonna, even funnier than on the radio or in pictures, wowed the crowd with the candid admission that for years he'd been using slugs. If the convention did nothing else, it may be assumed, it reformed Mr. Colonna, who promised never to do it again. After provoking further mirth, Colonna recited the last two verses of a book of poems he'd just written, and sang—as only he can—a pair of songs.

Mary Healy followed, and it was plain to everyone in the house why this charming Miss has such a following on Okeh records, and why she is a featured player at Twentieth Century-Fox. Looks, voice, charming personality? She has all of them.

A featured guest was Senor Juan Rodriguez Rivera, a visiting coinman from

Turn Page



The "Hollywood touch" at the recent Western States Coin Machine Convention in Los Angeles, was supplied by the addition of an expensive camera and other movie-making equipment to the display booth representing Mills Novelty Co.'s Panoram Soundies.

South America who expressed amazement at the customs in this country in contrast to those in his own. Speaking for a full thirty-five minutes, luncheon guests were intrigued by his vital address, then became open-mouthed when they realized—and some seriously maintained after it was all over that the man was what he had been introduced as—that Senor Rivera was no South American dignitary, but “Poosh ‘em Up” Tony Cabooch (in real life Chester J. Gruber) whose radio fame is phenomenal, and who is noted throughout the land as an after-dinner speaker.

Revelation of the truth came when Cabooch broke down from his serious speech to break into poetry about many of the dignitaries present. His kindly ribbing was such fun that the whole set of verses is worth printing:

Greetings, gentlemen, from my corner, I come out a punchin'.  
I'm-a pleased to be here today at-a your luncheon.  
You was-a gathered here for-a some pleasure,  
An' I was-a come-a to take-a your measure.

I got here early today an' I got a surprise 'Cause I got-a some dope on-a some o' you guys.  
So, right here I'll take out a few minutes' time  
To tell you all 'bout dese-a guys in a rhyme.

Da first name I got is a fisherman champ  
It's dot chap wots-a named-a Hum-a Brocamp.  
He's a hunter also he's-a hunt near and far;  
In Hollywood you'll find him hunting for Hedy Lamar.

He's always talking 'bout fishing; he makes-a you drowsy;  
An' da truth of it all, I hear he's-a \_\_\_\_\_. Homer Capehart's-a name-a now I'll-a mention.  
He's last surviving Republican from G.O.P. Convention.

In Elwood, Ind. wid-a Willkie he hobnobbed;  
Since Nov. 5th, he just yells, "We was robb'd."  
As chairman notifications ceremonies Homer took his place,  
But Willkie no homered for Homer—he was left on third base.

Now wid Lou Wolcher we'll have-a da dates;  
He's one da largest-a jobbers coin machines in Western-a States.  
But in odder amusements he's take-a da flier  
An' den he gets hot-foot—and punctures a tire.  
But his last enterprise no made-a da hits.  
Dat San Jose racetrack sure gave him da fits.  
Here's a man who-a now dis space was-a fills  
It's Briz Crabtree Pacific Northwest road man-a for 'Mills.'

He can out-talk and out-drink any operator he's meet,  
Because when Briz brays his breeze can't-a be beat.  
Da only way dat dis guy can-a lose  
Is when his-a voice was-a blow-a da fuse.

At all da Elks' picnics he's tight as a clam  
Wid his nose how da hell does he win all da hams?  
Paul A. Laymon—"always on da phone jobber" gets in our net.  
His telephone bill resembles da national debt.

This sure a telephone talking salesman, he can't-a be beat,  
But he'd save lots o' money if he'd get off o' his \_\_\_\_\_. Over E. C. McNeil now we'll wave-a da wands;

He's sales representative known as "Just bring da blondes."

His book of phone numbers would knock-a you dead;  
In fact-a dose blondes make-a light in da head.  
For Wolf Reiowitz-a now we'll-a throw in da towel;  
His slogan, "Trade wit' me an' you won't-a howl."

He's a fast money maker, he's jobber from-a da Bay  
"An' he's Wolf in sheep's overcoat", someone was say.  
Curley Robinson, is good will promoter, you bet,  
An' dot son-a-va gun was-a like-a spaghetti.

Bill Simmons I hear is a regular nut  
About-a dose boats wots-a go-a "putt putt."  
On a solid-a-rock he's-a built his wigwam  
He's hide in Hidden Valley and he don't give a \_\_\_\_\_.

In San Joaquin Valley if you happen by chance,  
Drop in and see Ed Mape at-a his bigga da ranch.  
He's one fine good host everyone dey admit;  
Prize cattle and blondes wid him sure make a hit.

Herb McClellan now I'll-a pull from da derby;  
He's known as "Muss-a my hair and call-a me Herbie."  
He never sits still—all over he's prance;  
I bet he's got termites in-a his \_\_\_\_\_.

Now we come to Lou Gilman, a man of-a brawn;  
He's 6 feet-a 3—an' he's known as Don Juan.  
He flits from branch-a to branch—he's quite a mansy  
Just like a mocking bird—from honey suckle to pansy.

When he passes by, da girls for him tussle  
An' even old maids throw away-a deir bustle.  
Hermie Cohen comes now—it's time-a for bowin'  
He's known as da brother of Doctor-a Cowan.

Fixing dining room furniture sure is-a good.  
Together Doc and-a Hermie own half of Hollywood.  
Well—now after razzing you chaps-a dis way,  
Let's see what's-a happened-a here-a today.

When I got here today—Mr. Blackford I've meet,  
An' den Mr. Davis nex' I was greet.  
During lunch Jerry Colonna was take-a his place,  
An' his mustache sure was-a fill-a da place.

His mustache sure handed a lady dere-a da clout.  
She said, "I tink he swallowed a fox and left da tail sticking out."  
Mr. Paul Crowley, Columbia Recording, on my right was-a sit  
He makes Columbia records—dey're always a hit.

During lunch Mary Healy and Colonna was switch  
An' wid a group ones dere dey took-a deir pitch.  
George Cooper after lunch was-a get up from his chair  
An' over da mike he was poosh-a da air.

Curley Robinson den gave salute to da flag,  
An' den God Bless America was den in da bag.  
Den Cooper, M. C.—a, nex' was-a bring To-a you all dee community sing.  
Den-a da song sheet it was appear

And Cooper said dere's cotton also fer your ear.  
Hail, hail da gang's all here was a sing  
And you did it over and da bell you was ring.

Den Cooper got for 2nd sing da notion  
My bunny lies over, over dat great big-a ocean.  
You was all sing—dis' great-a big crowd  
It no sounded so good—but still it was loud.

Den nex' a whistling song was a heard  
An' you was-a give each odder da bird.  
Den "Working on da railroad" was num-ber four tune,  
Den Jingle Bells was-a played wid a spoon.

It was Christmas-a song-a Cooper was do.  
What da hell, has-a Roosevelt changed dat date too?

McDonald's farm was-a nex' came to view  
Wid da baas, oink oink, and a moo moo.

Den fer da song Cooper asked for a hand  
And one liar over dere-a den was-a stand.  
Den da napkins was wave like-a da wifer  
And' a married man over dere—sneaked in a \_\_\_\_\_.

Bear barrel-a polka I thought was-a grand  
'Cause you drowned out da singing wid clapping your hand.  
After da singing—Paul Blackford he was-a stand  
An' wid Curley Robinson and Mr. Osborn dey got a hand.

Den Mr. Capehart was come into view  
An' a guy over dere was let out a Boo.  
Den Mr. Capehart was got introduce  
An' he kept on talking where da M. C. left loose.

Mr. Capehart-a said it fills me wid cheer,  
I been in da business-a 14-a year.  
Den Cooper kept talk thru dose microphone-a  
And he was-a bring-a Jerry Colonna.

Jerry den came to da microphone here.  
He said he's been using slugs-a for years.  
Den 'bout Yehudi Jerry nex' was-a clout,  
But nobody knew wot da hell he was talking about.

He read-a his play dot he was-a wrote  
It was about \_\_\_\_\_. a-unique.  
Den Jerry was open da mustache a way  
An' he sang-a dot song where Mandy was lay.

Jerry was leave and he left-a da floor.  
You're my everything was-a his-a encore.  
Lieut. Gov. Vic Meyers was take-a da bow  
He's from Washington and he's-a da Wow.

Rodney Pantages no was here at dis Show  
He had to go—well you gotta go.  
Mary Healy den-a nex' was-a stand,  
An' you was all poosh em up wid your hand.

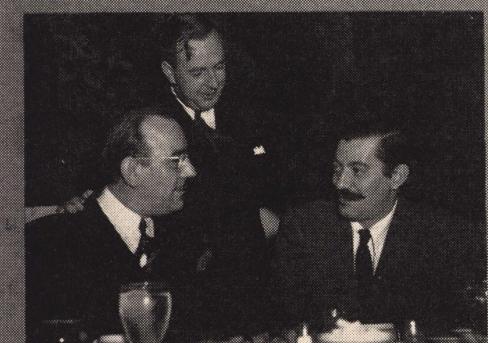
Den Mary had a few words to say  
She was a plug den fer records Okeh.  
A. J. Lindholm a few words was say  
We was a infants, he was-a say.

Chuck Foster den Cooper about him was tell.  
Cooper said he was appear at dis Biltmore Hotel.  
Mac Mohr den arose and he was a bend,  
An' den Ray Becker, Cooper was send.

By Golly, da M. C. was in-a da flurry,  
He sure was changed Becker's name in a hurry.  
Becker said he was-a come from Chicag'  
But he was-a see pink elephant fog.

Den Editor Carr was get up-a next  
An' putting it in print, Dot was his text.  
Den-a some wires-a da M. C. was read.  
Dey was sorry dey no could-a come, dey was said.

(See ENTERTAINMENT, page 16)



## The Celebrities Luncheon

Over 350 visiting delegates to the Western States Coin Machine Convention jammed the beautiful Hotel Biltmore Music Room for the first Annual Celebrities Luncheon on Tuesday noon, November 19th. The photos on this page, by Bernard Merge of Mott Studios, show:

TOP ROW, LEFT TO RIGHT: Paul W. Blackford and Homer Capehart look in the probable direction of Yehudi as Jerry Colonna gives directions; George Cooper, master of ceremonies, breaks forth with a broad grin as the after dinner speaker, Herbert Gruber, alias Tony Cabooch, cracks a wise one; Jerry Colonna confesses to the assemblage that he has been using slugs.

SECOND ROW: Mr. and Mrs. Paul Laymon entertained George Moloney, Johnny Ruggiero and a flock of others at their table. Mary Healy, lovely Fox-20th Century Star and sensation on Okeh records, speaks to the folks; Bill Bye and Russell Smith entertained a merry group at their Wurlitzer-California Simplex Distributing Company table.

THIRD ROW: Lt. Governor Meyers of the state of Washington, tells Jerry Colonna a hot one while Columbia Recording's Paul Crowley waits for the climax. Mary Healy, A. J. Lindholm, Mac Mohr and Colonna caught at the speaker's table.

FOURTH ROW: Two tables of good sports who got a terrific bang out of the impromptu entertainment. Mr. and Mrs. Lemke of Detroit, Bill Rabkin of New York, and George Sax and Paul Gerber of Chicago are prominent in the table on the right.

BOTTOM ROW: Wolf Sales Company took advantage of the Luncheon to entertain a number of their friends. Center photo shows the Associated Operators of Los Angeles County table with Bob Gans, Mr. Bolin, Hermie Cohen, Art Mohr, Maury Burke, Lou Meyers and Curley Robinson much in evidence. On the right a group of Oakland folks get a kick out of one of Colonna's private jokes for smokers.



## ENTERTAINMENT

(Continued from page 14)

One of dose wires from-a Gilmore three minutes it took.

By golly, he nearly wrote-a da book.  
Den nex' to M. C. da bell was-a ring—  
He introduced me as South American  
Coin Machine King.

Den I was got up and felt-a merry,  
An' I was a dish out a few-a razzberry.  
An' now I reach out an' your hand I was  
touch.

Ladies, Gentlemen and people, I tank  
you too much.

—“POOSH EM’ UP” TONY CABOOCHE.

When quiet was finally restored, Rivera, or Gruber or Cabooch, gave a touching eulogy to Will Rogers, with whom he had been a life-long friend. The tribute now hangs in the Rogers Memorial building in Claremore, Oklahoma.

Chuck Foster's songstress next showed her capabilities, and a gal accordianist strutted her music.

Louise Miller, torrid torch singer from the Follies Theatre did “Begin the Beguine” in such a way that the demand for encores lasted a full five minutes, and then Jimmy Lewis, the “Bing Crosby of Burlesque” sang “Deep Night” and several other numbers with an equally enthusiastic response.

As a finale, Billy “Boob” Reed broke up all the dishes in sight to a musical accompaniment, and had the boys literally rolling on the floor. Some, still tickled silly by this ace comedian's antics, didn't get back to the exhibit halls for several hours after the show concluded.

We had scarcely recovered from our laughter, ourselves, when it turned up time to head for the Wilshire Bowl and the Convention Ball and Banquet. For a while we debated soup-and-fish, and were glad afterward we had decided against it because a few of the boys got themselves rigged out that way and were consistently—and perhaps wilfully—mistaken for waiters.

The Bowl was packed, too, and again there was a meal that could stand up in comparison with the work of any chef, anywhere, without odds or apologies.

Entertainment began promptly at 7:30 with a full half-hour of music by Horace Heidt and his Musical Knights, noted for their radio show, the “Pot o’ Gold.” Ronnie Kemper sang “Cecelia,” which he had made famous—and which had helped to make him famous; Fred Lowery, the blind whistler, demonstrated the proper rendering of “Poet and Peasant Overture”; Frankie Carle played a number of his own compositions; and Larry Cotton sang some of the numbers he had recorded.

Next feature was the appearance of “The Humanettes,” most outstanding puppet act in show business today. Part of the act included direction of Phil Harris’ band. Unbelievably lifelike, the puppets are nearly three feet high, masterfully controlled, and decidedly entertaining.

A half-hour radio broadcast followed, in which the coin machine industry received considerable honorable mention, and then Bandsman Horace Heidt awarded the *Coin Machine Review’s* trophy for best show merchandising display to Irving Rich, for Hollywood Talkitone.

Jade Rhodora next appeared in a swan dance which was aesthetically beautiful—and highly revealing—and Al Herman, old-time vaudevillian presented a number of

# Off THE RECORD

- **1940 Show Points Way to Many More Successful Shows in West**
- **CMI Wins Plaudits for Excellent Support**
- **Industry Biggies Sign for Western Show.**

By PAUL W. BLACKFORD

The Western States Coin Machine Convention is over and a new chapter in coin machine history in the West has been written. Close to 2,000 bona fide operators, jobbers, distributors and manufacturers visited the 3-day affair and an additional 700 or more interested individuals visited the exhibits on one-trip passes.

Everyone in attendance voted the Convention the most outstanding event ever held in this industry in the West and visiting coin-machine prominents from the East and Middle West acclaimed it the greatest and most successful sectional show ever held anywhere in the United States.

The Los Angeles daily papers gave the Convention a very fair break during the full three days. Jean Armand, publicity chief for the Associated Operators of Los Angeles County, deserves sincere praise for his fine work in “planting” fair copy with the local papers. Outside of that the papers all had their reporters and photographers on the spot and gave the industry marvelous news breaks.

Our sincere thanks go out to the legions of friends who worked with us, giving unselfishly of their time, to make the Western States Coin Machine Convention a terrific success; to the two dozen coin

good reasons why vaudeville should not be dead.

The Hackers, a sensational ballroom team just back from Europe, proved their gracefulness and distinction in the terpsichorean art, and Bert Emerson appeared in a pantomimic act in which—but really!—he ate everything in sight, including a bunch of flowers off one of the tables, and wound up by taking salt and pepper out of his pocket, sprinkling some of each on one of his socks, and devouring that. Most everyone was glad to get back to the regular Wilshire Bowl menu by that time.

Princess Toya who has just finished a picture assignment at Paramount, was an oriental teaser de luxe, and her routine incorporated a number of revealing Chinese dances.

Lee Keener, the one-man band, entertained with his \$1000 banjo, followed by the Biltmoreettes, a trio of sturdy but beautiful girls, in a gymnastic novelty act.

Another 30-minute broadcast followed, over a national network, and again the industry came in for its share of commendation, and Don and Beverly, a ballroom team, presented several novelties and wound up leading a chain LaConga with a full dance floor, as a prelude to a straight dancing session.

machine prominents of the West who served so dutifully and conscientiously on our Greeting and Reception Committee and handled our visitors in such an efficient and intelligent manner; to the trade press of this great industry, and particularly the Billboard, Journal, Ops and World, for their magnificent assistance in helping publicize the event, and to the management of the Hotel Biltmore for the grand manner in which they took care of our every wish and requirement.

Already plans are formulating for the 1941 Western States Coin Machine Convention and it is quite likely it will be held a month ahead of this year's event. We shall be grateful for any suggestions as to dates and days you may be able to make. Please write me freely for it will help the Committee in picking the dates for the 1941 event.

While we're on the Convention theme we want to toss a special orchid to James Gilmore, the major domo at Coin Machine Industries, Inc., for the help of their marvelous Association in making the Western States Coin Machine Convention a factor in this industry.

Just a few years back there was a tin hat at the head of a like manufacturer's association and in the background was King Claude pulling the strings for Cissy to dance by. The two conspired to KILL the coin machine industry in the western states and used the basest methods possible to see that a gathering of Western Coinmen at the Ambassador in 1937 might be a complete flop. So completely did King Claude and his henchmen maneuver events that we dropped a sizable peice of money on the affair. Never-the-less we were certain of our aims and our ambitions and with King Claude now down to a knave rating and with educated and competent executives in the driver's seat we had nothing more than 100% cooperation on the 1940 Western States Coin Machine Convention.

The die is cast—operators, jobbers, manufacturers and distributors—came, saw, enjoyed and departed and insisted that a like event be held in these western states in 1941. WE ACCEPT THE OBLIGATION . . . and in 1941 this Industry will see the most complete and startling Convention ever held in this Industry sometime in October, 1941. ♦

Coming directly from Republic Studios where they had been working in a picture until midnight, Tex Lewis and his Lone Star Cowboys, Decca recording artists, gave a 20-minute program entirely unlike any cowboy act seen to date, bringing tremendous applause.

Eddie Stanley, who replaced Eddie Cantor on the summer Texaco radio show, was master of ceremonies for the evening.

Another dance session, until 2 a. m., wound up the festivities, and it was just as well, there was nothing more, because we, The Man in the Front Row, had just about run out of adjectives and superlatives to describe the whole business. Even so we haven't done too well. You'd ought to have been there, friend!

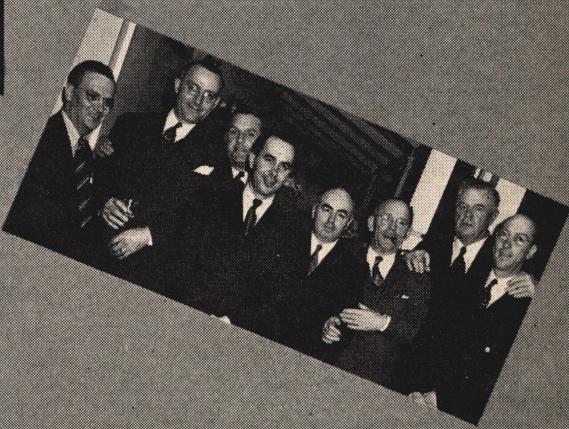
• • •  
A doctor, after eight years of absence, alighted at the station of the town of his former practice. There was, despite his expectations, no one on the platform whom he knew.

Discouraged, he sought out the station master, a friend since boyhood. To him at least he would be welcome, and he was about to extend a hearty greeting when the other spoke first.

“Hello, Doc,” he said. “Goin’ away?”



## THE BANQUET



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## San Francisco

A NEW PRINCIPLE IN GAME OPERATION . . . PUBLIC RELATIONS BECOME A REALITY . . . THE YEAR'S PROGRESS

By RONALD PATRICK

SAN FRANCISCO (RC)—Affairs here have been going at a rather brisk pace for the past month. There has been a general pickup in business activities as a whole. Local employment is at its highest peak since '32, with relief rolls almost 90% under the distress load of only three years ago.

A good 25% of the games are still off location as a result of tax enactment restrictions, but in a number of respects this has resulted in positive benefits to the operators. Removal of low-take outmoded games has increased the per game profit of those remaining. Hence, a new principle has been driven home to operators: fewer but better games mean a more satisfactory setup for the operator.

Though distributors are well stocked with called-in models, they acknowledge that transactions on new games are continuing without abatement. Many claim that the record levels achieved during the latter half of this year are in no real sense letting down. This is particularly remarkable when, as this column reported in October, business had reached an all-time ten year

high in Frisco.

Pin games are not alone in this prosperity wave. Music in all forms is way in front also. From the standpoint of development and sales in every department of operation, the log of coin music's growth has been one of phenomenal proportions—and with no let-up in sight. There is no question but that operators and distributors alike are entering the 1941 scene under their most favorable conditions to date.

In this general summing up of the coin estate's picture for the year, the merchandise vending equipment situation is by no means to be omitted, as much wholesome progress has been experienced in this department of service as in the allegedly more glamorous pinball and music divisions.

One of the things this year will long be remembered for is the current initiation of an industry public relations program. For the first time in local history operators and distributors are united on the need for inducing greater civic recognition, and have banded together under the banner of The Amusement Merchants Association of San Francisco. A full-time qualified public relations counsel has been employed to provide a definite long-range program. No less than \$1000 a month has been pledged to carry on the work.

Veering into the personals for the month we have Wolf Rejwitz, of Wolf Sales, taking a quickie pre-convention trek to points east, with particular consideration given to a

stopover in Denver for a huddle with son Al, who has started off at such a top-flight clip on his new Wurlitzer agency appointment. Other son, Chick, holds the fort notably at home.

Ed and Vance Mape manage to keep their famous chuckles in trim these brisk days. Wired and standard automatic music turnover at panzer pace helps do it. There's no use supposing differently—the Mapes are going great guns (and that goes for their Seeburgs as well as for their prowess over a duck pond).

Johnny Ruggiero, spark plug for Jack Moore, has something more to bite his nails over. First, business has been so crisp that he has to tray in his lunches (dinners too, too often) and now he is secretary for the new Amusement Merchants Association.

Harvey Carr has been in town for a look-around after attending the L. A. Convention. He had nothing but good words to say of the affair. George Bennett of Wm. Corcoran's acted as most frequent host.

M. A. Pollard remarked with pleasure that demand for turned-in games has far outstripped his expectation for the past fortnight. Pollard, usually very much on the conservative side, evinced a refreshing degree of enthusiasm in his outlook for 1941.

Viking Sales Co., the headquarters for the friendly kingpin of automatic vendors, Senor Wallace, has that Christmas spirit too. When I asked about the beams that gave a cherubic look to his usual poker-face features, he said, "Sure it's the season—and I've been getting the presents." In his hand was a nifty of fifty for Toppers to go to an operator in Arizona, the second of like quantity in three months from this source.

Sam Tessler wasn't modest when called on at his Oakland Automatic Sales haunt. Says Sam, "1940 has been my top year, as each year before this has topped the year before it—and from what I feel in my bones, I've only just started."

Mills Novelty in Oakland, and Warren Taylor, are pretty synonymous. With that combination one thinks of BIG business done in a BIG way. Warren's progress over the past year from field salesman to general sales manager tells the story at a glance. The inside records tell the story in BIG black print. Incidentally, look to Warren Taylor as key Mills figure in the Northern California Sounds picture.

DeLoss Osborn is back in town and very pleased with the looks of the new Pla-Mor wall boxes and Homer Capehart's Packard Selectors. Orders are far in advance of available stock for the next 21 days. Announcement of the month is Osborn's selection of popular former Seeburg man, Earl Smith to travel the coast.

Note on industry backing of national defense lies in the appointment of Ralph Herron, former Pinball Superintendent of the State of Oregon, to Captaincy and responsibility for ordinance supplies for new draftee recruits.

## + IMPORTANT NOTICE TO ALL EMPLOYERS +

NEW LAW DEMANDS THAT YOUR EMPLOYEES—full or part time — BE COVERED WITH WORKMEN'S COMPENSATION INSURANCE. Failure to do so is a misdemeanor and liable to a mandatory fine of \$300.00. INVESTIGATE TODAY BEFORE IT IS TOO LATE. Send for FREE COPY of the Law and possible savings through our plan.

Inc. 1929

# Zeigler Insurance Agency, Inc.

417 South Hill St.

Michigan 0961

Los Angeles, Calif.

# Chicago Gets Set for 1941 Coin Machine Show

CHICAGO—With most offices of committeemen a whirlwind of activity, and the offices of Jim Gilmore, secretary-manager, particularly busy with checking advance registrations, handling of publicity, arrangements for display space, and all the other manifold duties connected with preparing a great gathering, Chicago is getting well set for the 1941 Coin Machine Show, sponsored by Coin Machine Industries, Inc., at the Sherman Hotel, January 13 to 16.

Particular stress is being laid on the desirability of advance registrations as a means of avoiding a jam at the desk when it opens at 10 o'clock Sunday morning, January 12.

According to Richard Groetchen, head of Groetchen Tool & Mfg. Co., the affair will "present the greatest galaxy of really new ideas ever gathered together under one roof. As chairman of the show committee in charge of display arrangements, it has been my privilege to discuss with many exhibitors the new 1941 products to be revealed at the Show. Naturally I cannot disclose the nature of these new products, but I can say that every manufacturer I have contacted to date is coming up with at least one new and different idea," Groetchen declares.

The four men on the roster advertising the event are all involved in the potential success of the Show. According to Herb Jones, advertising manager of Bally Mfg. Co. and chairman of the Show publicity committee, these four men are "symbolic of the industry in several different ways. They can be considered as representing the amusement, music, service and vending divisions of the industry, thus emphasizing the fact that the entire coin machine industry is represented at the Show. Or the four men may be thought of as an operator, a jobber, a distributor, and a manufacturer, meaning that the Show is a place where all factors get together in a spirit of harmony and cooperation. Finally, the quartet indicates that coin machine men from the North, South, East and West will throng to the Sherman Hotel, January 13 to 16, 1941."

For all four, by the promise of R. W. Hood, of H. C. Evans & Co., vice-president of Coin Machine Industries, Inc. and chairman of the entertainment committee, there will be "more fun in '41." Harold Baker, Meyer Gensburg and Hood are said to have combed the field of stage and night-club entertainment, checking innumerable acts, rejecting all but the very tops, and making certain that the series of acts finally selected provides just the right proportion of comedy, thrills, music and feminine beauty, to make this Show's entertainment program "bigger and better than ever before."

But there will be serious features, too. Salesmanship will be an important topic for discussion, according to George Moloney, of Bally Mfg. Co., with a consideration of the operator's problem of selling his service to locations and to the public alike, and the selling of the industry-at-large to the American people.

"Abundant evidence has appeared during the past year to indicate that operators are becoming increasingly sales-minded," Moloney declares. "For example, instead of haphazard placement of machines, operators are analyzing their locations more critically, and selecting machines, as well, on the basis of careful surveys. Then, too, operators are beginning to advertise their

'wares' as other merchants do, as contrasted to the old method of merely placing a machine and hoping that the public will be attracted to it.

"Hand-bills for location distribution, newspaper advertising, window and wall banners have been used for music and amusement promotion during the year, in evidence of a general desire to do a more thorough job. The result has been satisfactory from an industry standpoint, as a public relations effort, and it has increased both the merchants' and the operators' income even as it stepped up store traffic, thus boosting sales of all merchandise handled by the location.

"There is still a long way to go, however, before the job can be considered anywhere nearly complete, and thus salesmanship is one point definitely due for discussion at the Show."

The affair will be a gathering-place for trade association executives, and every registered association president and acting secretary is invited to be dinner guests of the officers and directors of Coin Machine Industries, Inc., on Wednesday, January 15.

Finally, it is expected that the January Show will start a boom year. Dave Gottlieb, president of the sponsoring organization, declares that it "will raise the curtain on one of the most prosperous years the industry has ever known. Experts agree that 1941 will be a year of tremendous industrial activity, with defense industries stimulating all other industries. Since the greater part of defense expenditures will ultimately be spread out in the form of wages, there is sure to be accelerated activity in the

retail fields in which coin machines are operated. In other words, the coin machine industry cannot fail to get a generous share of the 1941 prosperity."

It looks like great days ahead, mister. You'd better head for Chicago!

Secretary-manager Gilmore declares that exhibit booths are bound to be sold out before the opening date, basing his belief on the rate of demand over the past few weeks. The main exhibition hall, the mezzanine and the grand ballroom are already well packed, and it has been necessary to open a new annex hall, directly below the main hall.

Exhibitors listed, as of press time for this issue of the REVIEW, are:

- A.B.T. Mfg. Corp., Chicago
- Acme F. & M. Co., Chicago
- Advance Machine Co., Chicago
- American Products Co., St. Louis, Mo.
- Atlas Novelty Co., Chicago
- Automatic Age, Chicago
- Baker Novelty Co., Chicago
- Bally Mfg. Co., Chicago
- Bearse Mfg. Co., Chicago
- Bell Lock Distrib., Grand Rapids, Mich.
- The Billboard, Chicago
- Blackhawk Mfg. Co., Chicago
- Block Marble Co., Chicago
- Brandt Auto. Cashier Co., Watertown, Wisc.
- Central Die Cast. & Mfg. Co., Chicago
- Chic. Coin Mach. Mfg. Co., Chicago
- Chic. Lock Co., Chicago
- Coan-Sletteland Co., Madison, Wisc.
- Coin Machine Review, Los Angeles, Calif.
- Columbia Recording Corp., Bridgeport, Conn.
- Daval Co., Chicago
- Decca Distrib. Corp., Chicago
- Arthur DuGrenier, Inc., Haverhill, Mass.
- Ellman & Zuckerman, Chicago
- H. C. Evans & Co., Chicago
- Exhibit Supply Co., Chicago
- Philip Florin, Inc., New York, N. Y.
- Gam Sales Co., Peoria, Ill.
- Gardner & Co., Chicago
- Gay Games, Inc., Muncie, Ind.
- Genco Mfg. Co., Chicago
- General Elec. Co., Chicago
- John N. Germack, Detroit, Mich.
- G M Laboratories, Inc., Chicago
- D. Gottlieb & Co., Chicago
- Grand National Sales Co., Chicago
- Groetchen Tool Co., Chicago
- Guardian Elec. Mfg. Co., Chicago
- Harlich Mfg. Co., Chicago
- Holly Mfg. Co., Detroit, Mich.
- Ideal Dairy Dispenser Co., Bloomington, Ill.
- Illinois Lock Co., Chicago
- Independent Lock Co., Chicago
- Intr'l Mutoscope Reel Co., Inc., Long Island City, N. Y.
- Jacobs Novelty Co., Stevens Point, Wisc.
- O. D. Jennings & Co., Chicago
- Markepp Co., Cleveland, Ohio—Telo-Tone Mfg. Co., San Antonio, Texas
- Malkin-Illion Corp., Newark, N. J.
- Matchless Electric Co., Chicago
- Metropolitan Amusement Co., Yonkers, N. Y.
- Miraben Co., Chicago
- Monarch Coin Mach. Co., Chicago
- National Slug Rejectors, Inc., St. Louis, Mo.
- National Vendors, Inc., St. Louis, Mo.
- Northwestern Corp., Morris, Ill.
- Ops, Chicago, Ill.
- D. A. Pachter Co., Chicago
- Packard Mfg. Corp., Indianapolis, Ind.
- Pan Confections, Chicago
- Permo Products Corp., Chicago
- Pfanstiehl Chemical Co., Waukegan, Ill.
- Pool-Bowling Mfg. Co., Steger, Ill.
- RCA Mfg. Co., Inc., Camden, N. J.
- Reeve, Inc., Adrian, Mich.
- Rock-Ola Mfg. Corp., Chicago
- Rowe Mfg. Co., Belleville, N. J.
- Scientific Machine Corp., Brooklyn, N. Y.
- J. P. Seeburg Corp., Chicago
- Shufflette, Inc., Milwaukee, Wisc.
- N. Shure Co., Chicago
- Stewart Merchandisers, Inc., New York, N. Y.
- Stoner Corp., Aurora, Ill.
- Superior Products, Chicago
- U-Need-A-Pak Products Corp., Brooklyn, N. Y.
- Universal Mfg. Co., Kansas City, Mo.
- Thos. A. Walsh Mfg. Co., Omaha, Neb.
- W. W. Wilcox Mfg. Co., Chicago
- Central Stand & Cabinet Co., Chicago
- Container Mfg. Corp., St. Louis, Mo.
- Walter H. Johnson Candy Co., Chicago
- Koplo Sales & Supply Co., Chicago
- Automatic Games, Chicago
- Cent-A-Mini Sales Co., New York City
- De Vry Corp., Chicago
- Cellman Brothers, Minneapolis, Minn.
- Abe Lyman Enterprises, New York City
- New York Specialties Supply Co., New York City
- Refreshment Vending & Machine Co., Chicago
- Shipman Mfg. Co., Los Angeles, Calif.
- Universal Vendors, Columbus, Ohio
- Watling Mfg. Co., Chicago
- Western Products, Inc., Chicago



## E-Z Alarm Does Successful Policing

WASHINGTON, D. C.—Following a series of marble game robberies here, done so successfully that in most cases the location did not know it until it was all over, one local operator equipped his machines with some E-Z alarms, and when the thieves got to those games they wound up in the city's police courts where full credit for their apprehension and arrest was given to the Ellman & Zuckerman devices.

Simply a bell hooked up to a precision-made escapement which can be locked the same as cocking a pistol, which rings lustily for several minutes the moment it is disturbed by removal of the cash box door or by any other interference, these uncomplicated devices did what the police had been unable to do—it caught a couple of slick crooks.

The result? Stiff sentences for the thieves, and a heavy sale of E-Z alarms to other operators in this area. ♦♦♦

## Name Bands Named For DeMille Pictures

HOLLYWOOD—"Name bands—the best and highest-paid in the country, and the same policy where singers and other musical talent is concerned" is Cecil B. DeMille's formula for successful production of coin machine musicals for Hollywood Talkitone, of which he is vice-president.

Herb Moulton, formerly of Paramount Pictures' short subjects department, is in charge of production for De Mille, and he is now auditioning talent along these lines for the next four of the short films. ♦♦♦

## Gold Award Eagle Proves Successful

CHICAGO—According to Al S. Douglass, president of The Daval Co., the firm's new model American Eagle with adjustable mystery payout Gold Award has "proven itself the best money-maker of all time."

Douglass declares, "Operators who have been using the Gold Award model report back to us that it is the best game they have ever operated, and the big angle back of its success is the fact that the Gold Award mystery payout is completely adjustable by the operator. On penny play some operators offer as high as \$5 for the Gold Award token. On nickel play they offer as high as \$25."

"Naturally an inducement of such outstanding nature is bound to attract big play. The players have been known to keep pumping coins into this game for hours at a stretch in an attempt to capture the Gold Award token which pays out of the regular token tube. Both operator and location are fully protected on this, since each token is serially numbered, and when the tube is loaded the number can be left with the location owner so that he does not pay off on any token but the one bearing that certain number."

Other reports of reasons for this exceptional play-capturing, according to Douglass, include the machine's attractiveness and the fact that players can go right on winning regular free play token awards while they are trying for the big Bold Award.

Orders for this model are said to be increasing daily. ♦♦♦

Some women marry for money and then spend the rest of their days wishing for a little change.

• • •

## Business Outlook Seen as Promising

WASHINGTON, D. C.—Activity in eight important industries, as reported by United Business Service, appears promising for the immediate future in the movement of money, always an important factor in successful operation of coin controlled equipment. The review is:

Aircraft—Output is now 900 to 950 military planes a month, and will increase sharply by spring as new plants are brought into production. Backlogs exceed 2 billion dollars, and are still rising.

Automobiles—Production will hold near current levels in coming weeks, and fourth quarter output should reach 1,300,000 units—a new record. Full year production will thus approximate 4,400,000 cars against 3,700,000 in 1939.

Building—Seasonal trends are downward, but activity is holding above a year ago. Industrial and residential construction will continue to make the best showing over the near term.

Household Equipment—Expanding purchasing power, increased residential building, and a rising marriage rate are stimulating both replacement and "new home" demand.

Machinery—Operations are 95% of capacity, which has increased 40% in the past year. Most makers are sold through 1941. Backlogs are still mounting, and priorities are in effect.

Petroleum—Efforts are being made to curb overproduction, but output of both crude and refined products is still in excess of demand. Gasoline inventories are 13% above a year ago.

Steel—Operations have edged up to 96% of capacity. Actual ingot output—over 6,000,000 tons a month—is at record levels. Further gains will be small pending expansion of producing facilities. Consumers are buying three to four months ahead.

Textiles—Cotton mills are booked to capacity through December. Woolen mills have huge government orders. Rayon plants are also busy. Rising buying power is lifting silk consumption. ♦♦♦

## Shore Leaves Boost Game Play

HALIFAX, Nova Scotia (RC)—Indications are that the \$50-a-year tax on each operating pin game in this city will not affect volume business to any great extent. Before the law became effective, November 1, there were between 200 and 230 tables functioning simultaneously. Thus far licenses have been taken out for about 150, with prospect of more installations because of the keen demand for this type of amusement by soldiers, sailors and airmen now flooding this chief naval base on the western side of the Atlantic for both Canadian and British navies, the army base for home defense, and the Royal Canadian Air Force patrol station across the harbor at Dartmouth.

The men in war uniforms have been taking very kindly to the pinboards for diversion, with the naval and mercantile seamen of the convoys, based at Halifax, prominent among the players.

It is not uncommon to see from 10,000 to 15,000 sailors on shore leave at the same time, and they have been attacking the games from both port and starboard. Machines have been placed in eating places of all kinds, billiard rooms and bowling alleys, auto service stations, garages, and almost every conceivable sort of location. In a number of cases there are from two to four games side by side, and the servicemen move up and down the line. ♦♦♦

# Season's Greetings

BEST WISHES TO OUR MANY FRIENDS  
for a  
HAPPY HOLIDAY SEASON

●  
FOR A

# BIG 1941

GET ALL OF YOUR EQUIPMENT  
FROM US. ALL OF THE LATEST  
MONEY MAKERS AT ALL TIMES

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REpublic 5161

# PACIFIC Northwest

**THE ARMY CALLS . . . JINXES AND SENTIMENT IN THE BUSINESS . . . COURAGE . . . ALL AROUND THE TOWN.**

By LOUIS KARNOFSKY

SEATTLE (RC)—Sales, sales, SALES! The ever-mounting tempo of increased volume is beating a sweet song on the Heberling Bros. cash register these days. The Buckley Wall-fever swept up from the Southland, and the firm installed eight in a week. They took on the state of Washington distributorship of Mutoscope's Sky Fighter and right now have enough blitzkrieg equipment to turn back an air raid. Sale of punchboards struck a steady upward beat. When heavier demands were also made for Mills Phonographs and Tables, the company yelled "Uncle," and added

a new shop man—  
Ray Dinius—to the force.

Louis Karnofsky

Ray Dinius—to the force.

How would you like to be operating a big route of phonos and then one bright day get orders to report for military duty at Vancouver, Wash., within 24-hours? That's what happened to Ray Pepple last month. All within the space of a couple of thousand minutes, Ray taught his route to a newcomer, handclasped an au revoir with Boss Joe Hart, got his affairs into tip-top order, kissed his wife bye-bye, and said s'long to the grocer, the butcher, the baker, and the candlestick maker.

Ray's military career began years ago with R.O.T.C. work at college. He then went into the army reserve, and kept his military savvy on the alert while he taught school in North Dakota. Several years later, he rose to the post of school principal. Heeding Horace Greeley's advice, Ray drifted westward, where he went into phone operating for Joe Hart. Two summers ago, the tedious all-hours service grind began wearing his good humor thin, so he stepped into a seasonal employment set-up with the U. S. Dept. of Interior. When fall dove-tailed into winter, Ray was cast adrift and placed on furlough. He went back to Hart Novelty, and remained there until called to the colors. Now it's First Lieutenant Pepple, sir; and don't forget that salute.

The yearly "overcoat jinx" upped and smacked Harry Bannister again this year. It seems that every time Old Man Winter pokes his nose around the frigid zone during the annual prowl, Harry reaches for an overcoat and a cold reaches him simultaneously. This season, Harry shivered and fought off Dame Nature. One recent morning he had difficulty starting his car. The cold air lowered his overcoat resistance; he draped the garment around his shoulders. Two morning later Harry was sniffling all over the place. The jinx had got him again.

Shades of Babe Didrikson and the other gal athletes! Thelma Oliver not only cuts a smooth figure on a pair of skis, but socks a vicious shuttlecock in badminton. Thelma is one of the standouts in the Washington

Athletic Club "C" League—"C" standing for Comely, of course.

So there's no sentiment in this business, eh Oscar? Six years ago, George Austin of Pasco purchased a number of Aces, Bally's first pay table. The profits from the operation of this game enabled George to buy an athletic equipment store, which he promptly named The Ace Sporting Goods. And while newer, bigger—but in George's estimation, not better—games were put through the location mill, George retained his first love. Today, a lone Ace game occupies a place in his store. Sometime in the future, when the mechanism falters under the nudgings of Pop Time, George is going to encase the game in a glass cabinet and keep it behind the counter. So there's no sentiment in this business, eh?

Honest, it's hard to believe—but Rudy Peterson, Coin Row's Samson, was the victim of a squeeze play last month. To those of you who are lifting your eyebrows and wondering how 250 pounds of bone and sinew could possibly be accorded, here's what happened: Rudy was driving his ½-ton 1941 Dodge truck down the street; for illustrative purposes, we'll tab it Exhibit A. In front of him was a passenger car, which will be known as B. Behind Rudy rolled an oil tank truck—we'll call that C. When B suddenly jammed on brakes and stopped and C kept on going for a couple of seconds, what happened to A? Well, A got H—. The terrific impact of the oil truck put a curve into Rudy's machine that Mae West couldn't match in her palmiest days.

George Cusick, of Jack Moore's Seattle office, was appointed manager of the Salt Lake City branch of the same name last month, but that doesn't tell half the story. The handsome coinman suddenly became

interested in the Salt Lake City job when he heard that the female population outnumbered the male five to one. As if "Cute" Cusick needed odds to pick off the cream of the lovelies!

Well, New Year's is just about here again. For quite a while we've wanted to tell you a story that had its inception on New Year's Eve, 1935, which rates a shining Badge of Courage. Having just completed his evening's work in a restaurant, a young man in San Francisco set out to find an exciting way of ushering in the coming calendar. He hadn't walked very far before his chest felt sore and he had a slight difficulty breathing. The discomfort became more acute, so instead of welcoming the year with blaring horns and blowing trumpets, he went up to his hotel room, flopped on the bed, and went to sleep.

When he didn't report for work for three days, one of his friends became worried and went to his room to investigate. The friend found a raving young man, ensnared in the ravages of a burning fever, trying to climb the walls of the room. A doctor was hastily summoned. The medico's first act was to push a thermometer between feverish lips. The mercury shot to 105! The doctor rushed his new charge to the hospital. To the friend, he whispered: "He's got double pneumonia—bad. I'm afraid he hasn't one chance in a million of pulling through."

But the victim had a rugged constitution and a fierce will to live. He recovered. A year later, pneumonia flagged him down again. Once more the medicos shook their heads. "This time it's curtains for sure," was their verdict. The boy laughed at the

TURN PAGE

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COIN  
MACHINE  
REVIEW

## WASHINGTON OPERATORS

See  
Mutoscope's

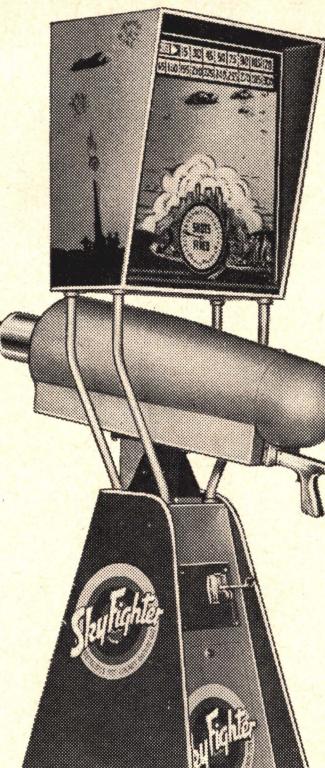
ANTI-AIRCRAFT  
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SKY FIGHTER

at

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Mills Distributors  
MILLS EMPRESS PHONOGRAPH  
FOUR BELLS JUMBO PARADE  
SPINNING REELS



SEATTLE, WASH.

physicians and pulled himself over the top. The doctors rubbed their eyes incredulously and labeled it a second miracle.

A year of outdoor work built his body and renewed his energy. He returned to the city, later drifted to the Pacific Northwest, where he became a coin machine mechanic. Today he is working at Western Distributors.

Mel Bantz is the only coinman in the Northwest who caused the Great Umpire to change a decision, for after being called out twice on Life's Base Paths, he picked himself from the dust and stole home safely.

**COININGS ON THE CUFF** — What's this we hear about "Porky" Jacobs trying to trade a pair of socks and shorts for a Bally Attention? What he really was trying to do was trade for Bally-Hoo . . . The Order of Royal Welcome to Mt. Vernon's Al Olson, in Seattle on a buying spree . . . Dal Rychter, one of the few men in Seattle licensed to install remote control, is on the lookout for a phono connection.

The Bert Farmers drove home from the Los Angeles Convention, after seeing a galaxy of glittering attractions. Asked to name the one thing that pulled his eyeballs out the farthest, Farmer declared: "Earl Carroll's Vanities. They were terrific!"

That s-w-i-s-h-h-h you just heard is another carload of Rock-Ola's Mystic Wired Music coming in and going right out again . . . Briz Crabtree was forced to cut his stay at the Convention one day short due to the death of his mother-in-law. Mrs. Briz rushed to New York by plane to attend the funeral . . . Beauty replacing beauty: Pat Perkins has succeeded Donna Krause at Frank Countner's phono emporium.

Roscoe Jordan, Pullman phono op, jour-

neyed to Seattle to see his old alma mammy, Washington State College, battle the Washington Huskies in the football season's farewell attraction. Roscoe does things the "South American Way"—and no wonder, he was in the employ of the Venezuelan government for three years . . . Bill Duggan, owner of Puget Sound Novelty, is making things hum in Chicago, where he embarked on a buying trip . . . A blonde substitution at Heberling Bros.: Ella Sindars in for Pearl Smith. "Pulchritude, Inc." lives on.

That strained and worried look has passed from the face of Milt Roumm like a gliding shadow, after his year-and-a-half son recovered from a serious pneumonia illness. So critical was the situation, that Doc Sawbones parked at the bedside for two days and two nights . . . A timely tip to the ops: Before setting up your book-keeping records for next year, take a gander at the remarkably simple and efficient system invented and perfected by Joe Aiken, the Far Accounting ace. ♦

#### Mills Signs Record Order

CHICAGO—What is believed to be the largest single order ever placed for 16mm. projection equipment was recently signed here by Fred Mills, president of Mills Novelty Co., securing 17 carloads of RCA projectors, amplifiers and loud-speakers for use on the new Panoram Soundies. Witnessing the signature were W. L. Rothenberger, RCA Mfg. Co.'s industrial division manager; Herb Mills, Mills Novelty treasurer; Bert Mills, who perfected Panoram; Dennis Donohue, assistant to the president; Bill Oakey, Mills purchasing agent; and Ralph Mills, firm's vice-president. ♦



**Guy Noel**

—Says—

We now manufacture  
**UNION MADE**  
**PUNCHBOARDS**  
in our own plant and  
can supply our Operator  
and Jobber  
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Sales Cards—Penny Parade Games

**WRITE US YOUR REQUIREMENTS**

**GAY GAMES, INC.**

Dept. CMR-12 MUNCIE, INDIANA

#### Show to Introduce 3-Dimensional Pictures

CHICAGO—Using 35mm. films and showing Tru-Vue pictures in three dimensions, Automatic's View-A-Scope is due to be one of the innovations introduced at the Coin Machine Show in January. The streamlined equipment is said to be available in penny and nickel play, well-built, and low in price. Films, of which more than 450 are available, will sell for less than a dollar.

Included in the wide range of subjects which may be used with the new device, are pictures of the finest scenic spots from all over the world, films of the world's fairs, sports, animals, national parks, special films for children, and many from the stage and screen including: Back Stage at Earl Carroll's, Back Stage at the Florentine Gardens (Hollywood), Hollywood Premier, Motion Picture Stars' Homes, Movies in the Making, and Sally Rand's Bubble Dance, Fan Dance and Dude Ranch.

View-A-Scope's display will be in Booth 225 at the Show. ♦

#### Toronto Permits Cigarette Operation

TORONTO, Canada (RC)—Use of automatic cigarette vending machines was approved by the Toronto Police Commission November 21, on the proviso that "no person licensed shall sell or permit the sale, either directly or indirectly, of tobacco, cigars or cigarettes on Sunday."

The decision repeals a 50-year-old ruling which prevented operation of automatic cigarette vending machines. Premises to which the machine is attached must be licensed, and the machine must be kept in full view of the merchant, so as to prevent sales to minors, and sales on Sundays. ♦

## A Real BUY IN MAILING LISTS

**The Complete Registration List of the 1940  
Western States Coin Machine Convention,  
conveniently classified and grouped by States.**

**Over 1900 Names**

Comprise this mimeographed list which is now  
available, while a very limited supply lasts,  
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Electrical or Mechanical  
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See Our Display  
Booth LL1  
Chicago Coin Machine Show

**ELLMAN &  
ZUCKERMAN**

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Chicago, Ill.

# *Homer E. Capehart says:*



"I am announcing a startling

new type of selective remote

control system. The sensational

feature of the system is our

new 'Pla-Mor' selector which

will actually earn  $33\frac{1}{3}\%$  more

net profit for the operator.

"Read the following pages for

full and complete information."

# PLA-MOR SELECTOR

Remote Control for

Wall, Table or Bar

TURN KNOB TO YOUR CHOICE  
BEFORE DEPOSITING NICKEL  
PLAYS 1 TO 24 SELECTIONS

14	STARLIT HOUR Jinny Sims
15	TURKEY IN THE STRAW
16	NOTHING BUT YOU—Waltz From "Higher And Higher" Color Horace Heidt and his Musical Knights
17	WILLIE, WILLIE, WILLIE— (Why You Cry) Al Kavelin and his Cascading Chorus
18	I GIVE SO EASY
19	DOWN BY THE OHIO
20	GAUCHO SERENADE

PLAY

PLAY



## SMALLEST SIZE

9 1/4" high, 6 1/2" wide, 6" deep.

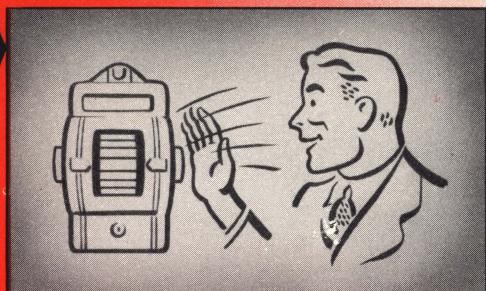
Approximate shipping weight 10 pounds.

## FINEST FINISH

Expensive chrome with flashing red trim.

Beautifully illuminated.

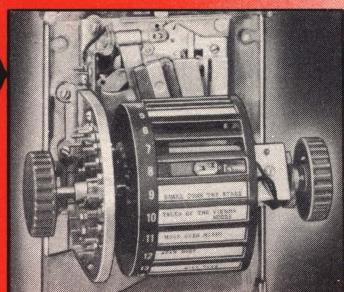
**STARTLING** because it's different . . . **PRACTICAL** because it's universal in application for wall, table or bar . . . the Pla-Mor gives you exclusive features found in no other selective remote control system.



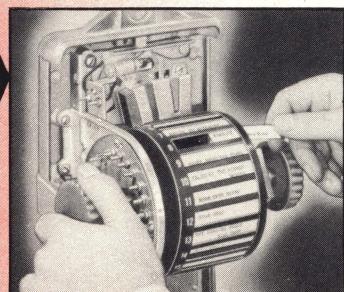
**CHEAT-PROOF SELECTOR** returns coin if selection desired is not in proper position or if selector is moved while coin is dropping. Hitting box won't play music.



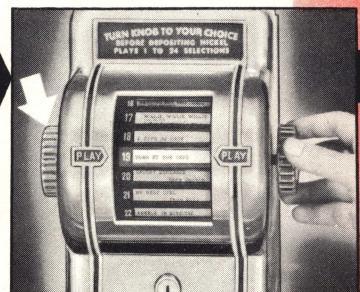
**NO COIN CHUTE CORROSION.** Box construction prevents deposits of vinegar, beer, salt or other foreign substances reaching rejector or coin mechanism.



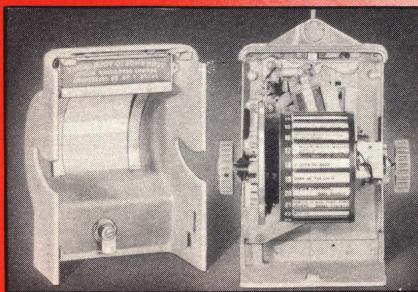
**ROTOR DRUM SELECTOR.** Titles of selections and numbers of the complete program are all on the drum.



**TITLE SLIPS CHANGED EASY AND FAST.** Simply insert in holder opposite right numbers. Drum is not removed.



**SELECT FROM EITHER SIDE** by easy turning knobs that rotate drum to any selection desired.



**HOUSING OR FRONT COVERS ARE INTERCHANGEABLE.** Not necessary to match cover on selector. Can be interchanged without altering. Large money box holds more than \$20.00.



**PROPER PROGRAM LIGHTING.** Title slips lighted from behind. Title of program selected shows in white, others in red. Reduces fading, makes type more readable.



**PLAYERS SELECT FROM TITLE** instead of numbers. Get program wanted all in one operation. Numbers appear in front of title slips.

## PLAY-APPEAL *that's irresistible!*

- The Pla-Mor draws hands like a magnet—customers want to turn the flashing red knobs and its ease of selection urges play.

Everything about the Pla-Mor stimulates interest. Beautiful design, indirect lighting, sparkling chrome attracts attention—and the inherent desire to want to turn the knobs is a drawing power—irresistible in its tendency to invite nickles from customers' pockets. The Pla-Mor is a nickle producer that increases net profits in grand style.

### OTHER FEATURES OF THE NEW PLA-MOR SELECTOR

**When installed** it is as permanent as the wiring in your home—no troubles—no service calls, no replacements—no chance for locations to bleed you to death with claims of refunds.

**Self Wiping Contact Switch** of heavy bronze is built for long-time operation. Prevents corrosion and necessity of service.

**Accommodates** 12, 16, 20, and 24 records and twin combinations.

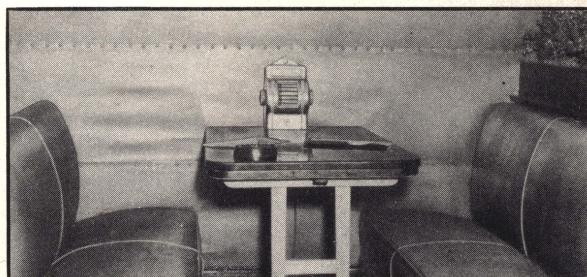
# HOMER E. CAPEHART'S RECOMMENDATION

*for Automatic Music Operators is This:*

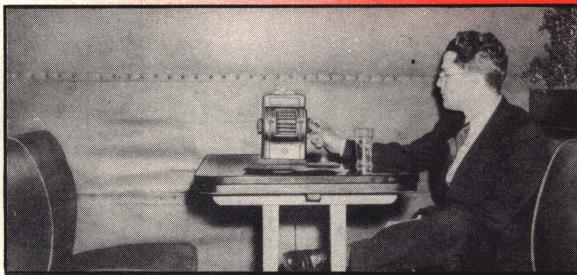
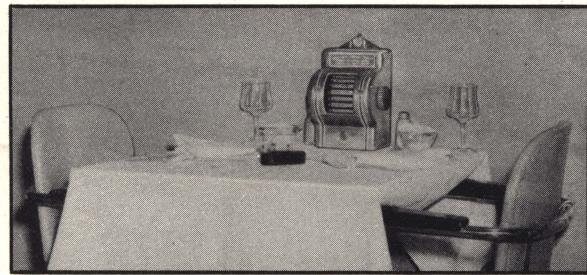
1. More Net Profit, at least 33 1/3%, on equipment the music operator owns even including models outdated but still perfectly satisfactory for operation.
2. Dressing up of music operators' locations with new-type selective remote control system and attractive speaker cabinets both on the walls and on the floor.
3. Producing equipment for music operators that is planned and designed to eliminate obsolescence of models.
4. Introduction of music units and accessories which modernize music operators' line of equipment without obsolescence.

The results to be gained through adoption of Homer E. Capehart's recommendation are: Music operators will be able to provide locations with the newest in automatic music. They will own selective remote control systems that are universal in application and flexible to the degree that they can be changed to different locations without loss in equipment. And they will possess equipment and accessories that will earn more for a longer period of time.

Packard Distributors throughout the country are now displaying and delivering Pla-Mor selective remote control systems. Be the first operator to capitalize on the profit opportunity they offer.



**PLA-MOR REMOTE CONTROL SYSTEMS** put new life blood in locations. Their beautiful appearance and gorgeous illumination attract attention . . . and their magnetic play-appeal simply fascinates. Customers can't resist playing them. And the Pla-Mor is most practical because it's universal for wall, table, or bar installation.



*Homer E. Capehart's*  
**PACKARD**  
**SELECTIVE REMOTE CONTROL SYSTEM**

The Packard Line is complete . . . including Pla-Mor selective remote controls for wall, table, or bar . . . beautiful auxiliary wall or console speakers . . . handsomely finished steel cabinets for phonograph mechanisms . . . and a complete range of adaptors for all makes and models.

\* \* \*

*Write, wire or phone your Packard Distributor . . . or contact us direct.*

# Automatic Music



Highlighting his recent western trip was Wurlitzer General Salesmanager Mike Hammergren's meeting with Bill Bye (left), Wurlitzer district manager for California, Arizona and Nevada. Looking at the Wurlitzer Counter Model 17, beside which a cameraman caught them, Hammergren declared that "Much as we were expecting a rousing reception for this model, we were not prepared for the deluge of orders that have come in all year." And Bye responded, "I guess it proves again that music merchants are smart!"

## Top Artists, Tunes Due For Balloting

CHICAGO—Music operators throughout the nation are invited to take part in a national Popularity Poll to determine two facts of supreme interest to every man and woman in the automatic phonograph industry:

1. Most popular recording of 1940.
2. Most popular recording artist of 1940.

The poll is now being conducted by Coin Machine Industries, Inc., manufacturers' association sponsoring the 1941 Coin Machine Show at the Sherman Hotel, here, January 13 to 16. Results of the operators' vote will be announced during the Show, and suitable recognition will be accorded the winners.

Discussing the Popularity Poll, Jack Nelson, vice-president in charge of sales at Rock-Ola Manufacturing Corporation, and active member of the Show Publicity Committee, expressed a belief that the Poll would benefit operators in many ways.

"First of all," he pointed out, "a bird's eye view of public taste from coast to coast gives the operator something to go on for the coming year. The most successful operator is the one who senses the changing trends and thus often has hit numbers on his machines even before they are generally conceded to be hits."

"Probably even more important is the fact that this Poll will enable the industry to obtain nation-wide favorable publicity, thus increasing the popularity and prestige of automatic phonographs in all sections of the country. The results of this poll will be real news, of the sort newspapers are glad to print. Therefore, every operator

who mails in the attached ballot will be helping himself by helping the industry to get favorable publicity. So here is your opportunity to do something for your industry—clip, mark and mail your ballot today."

### MAIL BALLOT TODAY

Coin Machine Industries, Inc.  
323 Sherman Hotel, Chicago, Illinois  
Most popular recordings for 1940 (to December 1) in my territory were:

First.....  
Second.....  
Third.....

Most popular recording artists for same period:

First.....  
Second.....  
Third.....

This vote is based on our records covering an operation of ..... machines.

Name.....  
Company.....  
Address.....  
City; State.....

• • •  
Woman: "Doctor, I want you to help my husband."

Psychiatrist: "Well, what's wrong?"

Woman: "He's worrying about money."

Psychiatrist: "Now, now, I'll relieve him of that."

• • •  
Sam: "A girl's greatest attraction is her hair."

Joe: "No, I think it's her teeth. Stranger, what do you think?"

Stranger: "The same as you boys, but I don't lie about it."

## Music Operation Resumed in Chicago

CHICAGO—The short-lived ban against automatic and wired music operation ended here with a strong favorable declaration by Mayor Kelly and a City Council action which, by a vote of 42 to 2, repealed the ordinance which banned them. So, as of the last of November, phonographs which had been turned to the wall—an estimated 10,000 of them—did an about-face and resumed their entertainment of location patrons.

The affair began November 13, when Police Commissioner Allman ordered removal of all machines following Corporation Counsel Barnet Hodes' ruling of their illegality, on the basis of section 104-22 of the municipal code, which prohibits any amusement device operated by a coin or token. This was passed in 1937 when the fight over other devices was at its height.

Entry of wired music on the scene was said to have precipitated the Commissioner's action.

In turn, Mayor Kelly declared, "Commissioner Allman is to be commended for enforcing the law, but the law was never intended for music from records or singing by a girl in a studio who can be heard by putting a nickel in an automatic hostess machine.

"Music is wholesome recreation and should not be taxed," Kelly declared, asserting that he did not favor the city's charging a license fee on music equipment of any kind.

Complying with the mayor's request, Corporation Counsel Hodes drew up an amendment to the pin game ordinance to exempt music machines where there is no possibility of gambling or any payoff in cash or prizes, stating that "Wherever there is a violation of law, even for a music box, there is an opportunity for some racketeer to step in and collect, and I hope the aldermen pass the amendment promptly."

They did—by a vote of 42 to 2. One of the opponents said the business needed regulation. Two others who voted favorably did so with reservations, one favoring regulation against noise in residential sections which might disturb sleepers, the other indicating that the city should obtain \$250,000 yearly from a licensing arrangement.

## Used Phono Needles Help Britain Face Music

NEW YORK—More than 750 million phonograph needles sold in the United States last year can be rescued from the ash-heaps, sold as fine scrap-steel for American defense, and turned over in the form of hard cash for aid to Britain, it is reported, if the nation's disc fans—and this includes music operators—will send their worn-out needles to Barry Wood, Columbia Broadcasting System, New York.

Even if only a small percentage of the \$1,500,000 worth of fine needle-steel can be salvaged, its sale for American defense will make possible a sizable "Bundles for Britain" donation for purchases of war cots and medicines. Steel companies have already agreed to take all the needles Barry Wood can collect.

# TEXAS

**ORDERS . . . FISH . . . AND PEANUTS  
. . . WURLITZER SHOWING . . . NO  
PAYOFF, NO GAMBLE . . . OPERATOR  
OPPORTUNITY.**

By JOHN G. WRIGHT

HOUSTON (RC) — Allen McQuhae, Houston Electro Ball manager, reports his office consistently unable to fill orders as received for Seeburg Phonographs, so great has been the demand. November was their 1940 banner month to date, by a wide margin.



John G. Wright

D. W. Willett, prominent South Texas operator with firm of Parker & Willett, was top trout fisherman for last month. On one trip he caught over 50; one was the "papa" of them all. It was his biggest catch ever, and he finds it impossible to stay modest when receiving congratulations.

When a penny in a small machine got four huge full-manned fire trucks together with a fire captain, it was news worthy of a front page spread in Texas' leading newspaper.

Yes, a Houston lady mistook a fire alarm box for a peanut vending machine and inserted a coin. When the fire trucks roared up she was shaking the box and muttering, "I put in a penny but got no peanuts."

"You got us, lady," replied the captain grimly.

"I'd rather have peanuts," she answered.

Operators A. E. Schatz, Somerville; Lance J. Harris, San Benito; J. A. Woods, Beaumont; and J. J. Roberts, Corpus Christi; were Houston visitors early in November.

Wurlitzer's new Colonial model phonograph was presented to Texas operators simultaneously at all-day showings November 9 in Dallas, San Antonio, and Houston. All three showings were well-attended and most comments on the new model were extremely favorable. According to reports from branch managers in each of the three cities, orders for new machines on that day were much larger than had been expected. Joe Williams, owner of Commercial Music Co., Wurlitzer distributor in Texas, officiated at the Dallas showing. Raymond

Williams, general salesmanager and brother of Joe was present at the Houston show to greet South Texas operators.

Earl Reynolds, Texas distributor for Packard Mfg. Corp., attended the Packard distributors sales meeting in Minneapolis, November 26 and 27.

A Tarrant County judge recently ruled that a non-payoff marble machine was not a gambling device. The decision favored Jack Maloney of Panther Novelty Co., Fort Worth.

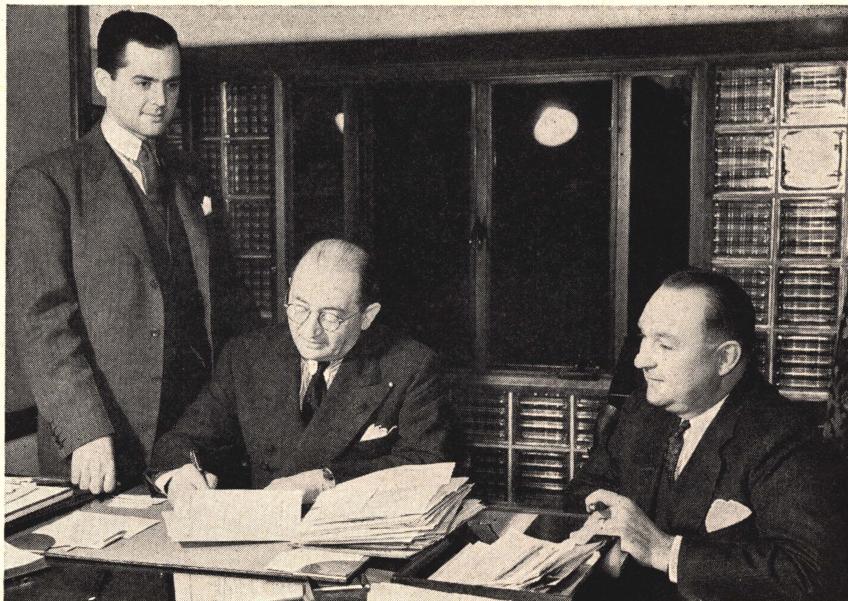
The Leftwith Coin Machine Exchange of Dallas has moved from Ervy street to much larger quarters on Ross Ave.

**OPERATOR OPPORTUNITY** — Brownwood, located almost exactly in the center of Texas, is making a strong bid to "out-

boom" any city of its size in the State. 6000 workmen are employed there working on the \$9,000,000 Camp Bowie project. The weekly payroll from this group alone is some \$250,000 a week. Other building permits for October exceeded 1½ million dollars, and are expected to be even higher in November.

Incoming mail has doubled, out-going mail trebled, air mail more than doubled; 12 men have been added to the postal force. Banks reopen each Saturday to cash thousands of checks.

Brownwood now has an estimated population of 21,000. Camp Bowie, when completed, will be occupied by 30,000 soldiers. The entire cantonment includes 2000 acres. ♦



Pictured above is Wolf Reiowitz of the Wolf Sales Company, Inc., signing the papers that make his firm Wurlitzer Distributor for Colorado, Wyoming, New Mexico, Utah and Eastern Idaho. To the left is Al Roberts who will manage Wolf Sales' Denver office and sitting at the right is H. E. Wedewen, Wurlitzer District Manager. With modern offices at 1624 Broadway in Denver, Reiowitz promises tip top service to every Wurlitzer Music Merchant in his area. Hardly before the ink was dry, Wolf Sales received their first order from Max Mosko, a new Wurlitzer Music Merchant in Denver, who purchased 50 Wurlitzer Phonographs as a starter.



Ten minutes later, Dave Chuvin, another new Wurlitzer Music Merchant from Denver, arrived to place his order and posed with Reiowitz, Al Roberts and District Manager Wedewen.

## for PICTURES It's MOTT

For portraits and commercial shots you cannot get better work at a fair live-and-let-live price. We are official photographers for the industry. Our work appears in every issue of this publication. Call us and be assured of a perfect result. Ask for

Bernard Merge at

**MOTT STUDIOS**  
2115 Pico Boulevard EX-2458  
Los Angeles, California



29  
COIN  
MACHINE  
REVIEW

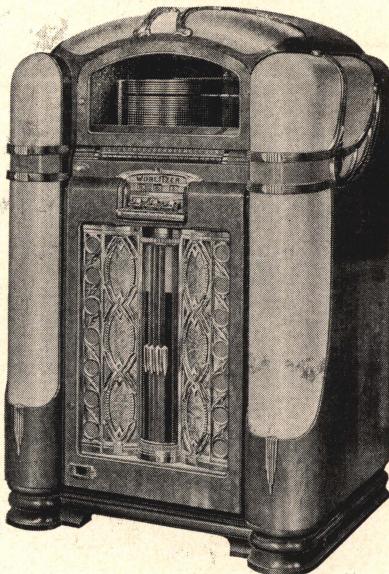
## IT DOESN'T FIT HERE

• Our business policies are distinctly down to earth. No high-handed methods. No high hat attitude—but, rather, the application of sound common sense to the coin machine business and its relations between you and us.

We know that a distributor can successfully serve his customers only if he appreciates that HE profits only as THEY do.

Our COMPLETE service is rendered on this basis and we'd like to demonstrate it to you.

Drop in at our nearest office. You'll find we talk your language.



## CALIFORNIA SIMPLEX DISTRIBUTING CO.

EXCLUSIVE DISTRIBUTORS OF

**WURLITZER**

SAN FRANCISCO • 1157 POST STREET

AUTOMATIC PHONOGRAPHS

LOS ANGELES • 1348 VENICE BLVD.

# Pictures Tell Story of First Packard Distributor Session

INDIANAPOLIS—Assured by Homer E. Capehart, president, that the music industry of which they are a part is entering an era of enlarged usefulness and prosperity, distributors representing Packard Mfg. Corp.'s automatic music system in every section of the country closed an enthusiastic two-day convention here, November 26.

## Convention Pictorial

1. Sam Ayo (R. & A. Music Co.), Houston; H. E. Capehart; Earl Reynolds; W. H. Newell, Wichita Falls, Texas.

2. Frank Adler (Ardsley Corp.), Cambridge, Mass.; John D. Fuller (Universal Vendors), Albany, N. Y.; W. P. Hamel (Capitol Coin Machine Exch.), Concord, N. H.; Modestine Ezzo (Mattatuck Distributing Co.), Waterbury, Ct.; Ben Palastrant; A. J. Navickas, Forestville, Ct., H. E. Capehart.

3. Leo Dixon (Triangle Music Co.), Cleveland; W. H. Newell, Wichita Falls, Tex.; Sam Strahl (American Cigarette Machine Co.), Pittsburgh; George Ponser (George Ponser Co. of N. Y., Inc.); Rudy Greenbaum (Harry Cohen—Ohio Specialty Co.), Cincinnati; Chas. Rosen (Ohio Specialty Co.), Louisville; W. J. Clair (Keystone Novelty Co.), Baltimore; Jack Hudnall (Ohio Specialty Co.), Cincinnati.

4. Frank Adler; John D. Fuller; A. J. Navickas; Harry Drollinger; Ben Palastrant; Modestine Ezzo; Paul Clark (Capitol Coin Machine Exch.), Concord, N. H.

5. O. M. Morgan (O. M. Morgan Co.), Blytheville, Ark.; M. T. Pfrimmer (Midwest Novelty Co.), Tulsa; R. L. Fuller (Automatic Music Co.), Kansas City, Mo.; O. F. Kramer; H. R. Matheny (Matheny Vending Co.), Wichita.

6. Walter Gummersheimer; Joe Peskin (Universal Automatic Music Co.), Chicago; Fred Mann; M. McGuire (Playmore Music Distributing Co.), Chicago.

7. H. E. Capehart leads the parade to the buffet lunch during a factory meeting.

8. Mr. Feldman (Supreme Vending Co.), Miami, Fla.; Sam Goldberg (Novelty Amuse. Co.), Savannah, Ga.; Fred Rabe; Sam Feldman (Supreme Vending), Miami.

9. Ben Walenitz (Gem Amusement Co.), Rochester, N. Y.; W. J. Clair; Ed Klein (Atlas Distributing Co.), Philadelphia; H. E. Capehart; George Ponser; George Thayer (George Thayer Co.), Binghamton, N. Y.; Rudy Greenbaum.

10. A few of the Packard distributors and guests take time off for a luncheon at the plant.

Declared to be the smallest remote control box yet produced, with its construction simplicity promising a minimum of service requirement, unveiling of new models of the Pla-Mor brought the enthusiastic approval of the distributors in a convention highlight. The unit was described as "a jewel in appearance, fit to grace the most exclusive jewelry store."

Held at the Claypool Hotel, the first day's session was marked by Capehart's outline of his company's fundamental policies. Bringing an overwhelming response from those in attendance, the speaker de-



clared that only the highest-grade merchandise would be produced—the sort distributors could sell to operators with confidence that the customers would be fully satisfied.

"We are more concerned about the operators making money out of our music system than we are about merely selling the merchandise," Capehart asserted. "Packard Manufacturing Corporation is solidly founded on a policy of service. The corporation and its distributors can succeed only in proportion to the success of the operators who use our system."

Selectors in production processes were seen during the second day, spent at the factory under guidance of the engineering staff which explained mechanical features. Suggestions on several new products under development were invited.

At the banquet held first evening in the Claypool's Chateau Room, the various officers and department heads were presented. An elaborate floor show followed. ♦

## Rock-Olas Aid Traffic Safety Drive

DALLAS (RC)—New wired Rock-Ola Phonographs operating in 20 locations here, lent voice to a local campaign during September and October for a record of 200 deathless days, a goal set by the traffic department of the city. Six times daily, twice in the morning, twice at noon and twice in the late afternoon just before persons began driving home, a pleasant voice from these machines asked for "Your attention, please."

Dallas citizens sitting in cafes and taverns all over the city heard "Betty," the voice in the music box, make her plea: "Today is the 112th (or whatever day it was) since the last traffic death in Dallas. Remember, most of the serious accidents happen at night. Let's make it 200!"

This was only one of Betty's appeals, however. Continuity was changed frequently, so that listeners would not tire of hearing the same words, and so disregard the brief messages. The words of caution to motorists were repeated at the times of day when the locations were most likely to have a full house and were continued daily for 32 days until a death within the city on the 145th day caused the campaign to start anew.

No charge was made for the use of Betty's voice, but George Prock & Co., Rock-Ola distributor here, merely lent their cooperation in a worthy civic cause. This willing assistance did not go unnoticed, however, for the eyes of Dallas were focused on the campaign for setting a new record of deathless days, and much favor-



*Ben Palastrant*

*Packard District Manager for the New England States and the Eastern section of New York State, around Albany.*

Palastrant has been in the distribution business for a number of years and is well known to the coin machine industry throughout the United States. He is held in high regard by the operators in his territory with whom he has done business for a number of years.

able publicity was gained for the firm by its unselfish assistance. J. Fred Barber, in charge of operations for the Prock company, handled the continuity for the traffic safety shorts and arranged for "Betty" to assist in the campaign. ♦

## Columbia Recording Bonuses Drafted Employees

BRIDGEPORT, Conn.—Salary and insurance payments for employees of the Columbia Recording Corp. who are called into active military service, together with a policy of subsequent re-employment have been announced by Edward Wallerstein, president of the company. Based on one month's pay for a year or less of employment and increasing to six months' salary for six or more years of employment, the company will also assume the cost of premiums payable by employees under its cooperative insurance program during the required year of military training.

Plan, applying also to CBS and Columbia Artists, Inc., employees, permits receipt of bonus in installments or in a lump sum as desired by the recipients. ♦

## Millsmen Give \$3000 To Community Fund

CHICAGO—A one-day drive for contributions to the Community Fund resulted in the collection of \$3000 in contributions by employees of Mills Novelty Co. The large sum of the donation is something of a personal compliment to Ralph J. Mills, firm's vice-president, who made an address concerning the fund to the personnel over the public address system.

Contribution figure represents only gifts from those employed in the office and factory at Plant One, and is exclusive of the sum contributed by the company itself. ♦

Sally: "When you refused him your consent, Dad, did he go down on his knees?"  
Dad: "I didn't notice where he lit." ♦

**31**  
COIN  
MACHINE  
REVIEW

## Operators . . .

**PACKARD PLA-MOR BOXES OFFER YOU MORE NET PROFIT, because of new play appeal and cheat proof features.**

**See your Packard Pla-Mor Distributor today.**

**Clip the coupon for actual size picture in color.**

**PLA-MOR SELECTOR**

**PACKARD PRODUCTS**  
W. E. Simmons, Western Regional Mgr.  
1025 No. Highland Ave., Hollywood, Cal.

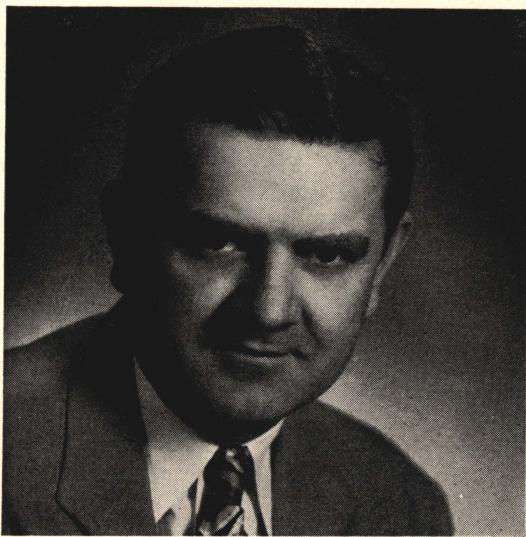
Please mail actual size color picture of PLA-MOR BOX and cardboard cut-out in miniature to:

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



*Welcome*  
**INQUIRIES**  
 FROM  
**MUSIC**  
**MERCHANTS**

**W. A. (Bill) BYE**  
**WURLITZER DISTRICT MANAGER**  
**FOR CALIFORNIA, NEVADA, ARIZONA, HAWAII**

**32**  
COIN  
 MACHINE  
 REVIEW

1157 Post Street  
 San Francisco, California

1348 Venice Blvd.  
 Los Angeles, California

**Immediate  
 RECORD SERVICE**

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

**BOSTON, MASS.**

Eastern Company  
 620 Memorial Dr., Cambridge

**NEWARK, N. J.**

Krich-Radisco, Inc.  
 422 Elizabeth Avenue

**NEW YORK, N. Y.**

Bruno-New York, Incorporated  
 460 West 34th Street

**PHILADELPHIA, PA.**

Raymond Rosen & Company  
 32nd and Walnut Streets

**WASHINGTON, D. C.**

Southern Wholesalers, Inc.  
 1519 "L" St., N.W.  
 202 S. Pulaski St., Baltimore, Md.

It Pays to Use  
 VICTOR and  
 BLUEBIRD  
 RECORDS



**D. R. Osborn**  
*Packard District Manager for Louisiana,  
 Mississippi, Tennessee and Alabama.*

Dwight R. Osborn belongs to the Osborn Family, his father being A. D. Osborn, Los Angeles, California, one of the oldest music operators in the United States. D. R. Osborn is a brother to Deloss Osborn, who is Packard Manufacturing Corp. Distributor for San Francisco and Northern California. D. R. Osborn has been in the automatic music business since the days of the automatic piano. Has operated equipment through four or five states in the West and knows all the details of the operating business. He had long and varied experience in the operation of all types of equipment and was producing wired music with his father. Was with the Rudolph Wurlitzer Company until the first of the year when he resigned to re-enter the operating business. Now with Packard.

• • •  
 Null: "I started out on the theory that the world had an opening for me."  
 Void: "And you found it?"  
 Null: "Well, rather, I'm in the hole."

Little Lucy: "Auntie, why do you put powder on your face?"  
 Aunt: "To make me pretty, dear."  
 Lucy: "Then why doesn't it?"

**SHEET MUSIC  
 BEST SELLERS**

Only Forever (Santly-Joy-Select)  
 Ferryboat Serenade (Robbins)  
 Maybe (Robbins)  
 Blueberry Hill (Chappell)  
 Trade Winds (Harms)  
 God Bless America (Berlin)  
 I Am An American (Mercer-Morris)  
 Our Love Affair (Feist)  
 When The Swallows Come Back To Capistrano (Witmark)  
 We Three (Mercer-Morris)

**SONGS MOST  
 PLAYED ON THE AIR**

Practice Makes Perfect (BMI)  
 Ferryboat Serenade (Robbins)  
 There I Go (BMI)  
 Dream Valley (Feist)  
 We Three (Mercer-Morris)  
 I Give You My Word (BMI)  
 A Million Dreams Ago (ABC)  
 Maybe (Robbins)  
 Two Dreams Met (Miller)  
 Trade Winds (Harms)

# Seeing is Believing!

By K. F. "Ben" BOLDT

*Ben believes that every loyal coin machine man ought to attend the annual convention, and tells why.*

The coin machine industry with its far flung network of location coverage sees hundreds of new operators enter its fields annually. Carried forward by the tide of America's impetuous search for entertainment magic, these fresh faces rarely have time to pause and analyze their success.

To help us all, both old and new members of this great fraternity, to better understand and appreciate our calling, we hold a huge conclave once each year at the Sherman Hotel in Chicago—center of the coin machine industry. Everybody goes!

There are, of course, hundreds of conventions conducted each year throughout the United States for every type of business from peach preserving to paper manufacture, but somehow, none of these can compare to the thrill and the value of attending the all important coin machine jubilee.

## Business Isn't Slighted

We all love lights, color and action. We are happiest when we can meet an old friend and swap a tall story or two. When we get close to a new machine at the convention, it is like trying to pry the lid off a jar of grandma's preserves to pull us away. In all the world, from Timbuktu to Keokuk, there is nothing to equal the fabulous glory of the coin machine show!

New operators will be amazed to find that the Hotel Sherman and neighboring hotels house coin machine men in almost every room. In the huge convention halls they will walk with hundreds of moving, hustling, merry men and women—a crowd that through sheer size will leave them breathless.

Although fun is the watchword at these annual get-togethers, the business angle is far from slighted. Thousands and thousands of dollars worth of orders are written daily. We hear bits of conversation floating back to us as we walk past a booth.

"Now listen, Max, I bought a lot of merchandise from you last year. All I'm asking is delivery. I've got twelve spots where I can push these right in."

"But Joe —" the other voice cuts in, "we can't do it so soon. Give us at least two weeks. We've got orders for almost six thousand right now!"

Another booth has a bright red Coca-Cola vendor with a crowd asking questions—several fellows taking notes. We stop to listen.

"It's a natural, Mr. Wheeler. You could put one in every factory on your route and still want more. You won't find any depression in this business."

Wheeler looks at the salesman wisely and smiles.

"You've got a good argument, Mister, and a good line. I know. You see, I have got one in every spot on my route!"

The crowd laughs good naturedly, and we walk on.

The incredible magnitude of the coin machine convention is the thing that gets us. Booth after booth we pass, each one filled with exciting new ideas, money making equipment, and in some cases a beautiful girl or two to explain the intricacies of some new fangled gadget and make us feel foolish as a man for not knowing how to work it ourselves.

## Shows All—Tells All

Does it cost money to put on this gigantic enterprise? Does it cost money to bring such ornate exhibits from far parts of the country and set them up? Does

The sultan of Bangkok was never more royally feted!

## Something To Remember

As a closing thought, the coin machine show should hold a special significance for all of us this year. These are troubled times. Our great nation will make momentous decisions in the months to come, and its people, one and all, will be called upon to carry out those decisions whatever they may be.

Therefore, let us attend the convention in January with a feeling of inspiration—a knowledge that we can serve our country and do our part to keep its spirits high. Let us plan to give Americans entertainment and amusement as only we know how.

Let us be thankful for the privilege of coming to such a friendly, democratic convention where all of us are brothers and co-workers—where we renew pledges to pull together for the good of the whole and the advancement of the industry.

Let us pledge allegiance to America and to the great coin machine industry by attending the Annual Convention. Remember—it's your show, and we're glad to give it. All we ask is that you use those free passes of intangible good fellowship and be "On Deck!" ♦

## Show Box Adds One To Crop of Movie Units

NEW YORK—Headed by Mitchell Hamillburg, advertising and artists' representative in Hollywood; Irving Starr, an independent producer, and Murray Briskin, a theater operator, Show Box, Inc., has placed on the market a new automatic coin operated sound-movie machine which stands six feet high by three feet wide, is self-contained with Bell & Howell projection sound equipment, and shows an image about two feet wide and 18 inches high, clearly visible from a distance of 30 to 50 feet, on an unbreakable translucent screen. According to report the firm also has available 16mm. films for use with the device.

Shown at the recent Western States Coin Machine Convention in Los Angeles, the unit is now on display at temporary eastern headquarters, here, in Essex House. ♦

33  
COIN  
MACHINE  
REVIEW

## • MUSIC OPERATORS •

*The New*

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# PLA-MOR

## WALL and BAR BOXES

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## ESQUIRE MUSIC COMPANY

EXCLUSIVE DISTRIBUTORS FOR PACKARD PRODUCTS  
2646 SOUTH HILL ST. LOS ANGELES, CAL.

### A Quick Look at Shows and Conventions

By MAC MOHR

Daval's Pacific Coast Representative  
I want to discuss coin machine shows, not from the volume standpoint, but from that of viewing the good they do the industry as a whole.

Often, after any industry show is over, one hears people say "It was lousy." What do they mean by that? Its ten to one the critics had expected to pick up a gold brick, if they were operators, or to write huge volume orders, if they were manufacturers.

Primarily, "show" is the wrong term to use in connection with the coin machine industry. Actually it should be "convention." The recent meeting in Los Angeles was right in this word, and proof lies in the fact that it gathered together all the different people throughout the country to demonstrate the progress that has been made in the manufacture of items important to their business. So it should be with any exhibition of equipment, whether it is in Los Angeles, Chicago, or elsewhere.

The most important benefit anyone can expect from these gatherings is the comparing of notes with fellow-operators from different parts of the country, learning what methods of operation the other man follows, and why, and what the results are. This should be of considerably greater interest than simply looking for any new or radical changes in equipment.

My sincere advice to anyone in the coin machine business is never to miss a show—or a convention—if he expects to progress and be successful. There are always things to learn: the other fellow's ways, as well as the new items displayed.

One of the most successful gatherings of this industry ever held was the recent Western States Coin Machine Convention in Los Angeles. It was not large, but it brought out representatives from every part of the country, and that was the main reason for its success. The various new lines presented were interesting, it is true, but lots of them may never go on the produc-



MAC MOHR

tion line—and this checking of operator reaction is an important convention result for any manufacturer.

To the manufacturers and distributors who attend shows with the main idea of booking heavy sales, I merely want to say that success is not based on the volume of orders written there—and I say that in spite of my belief that I took more individual orders than any other exhibitor in Los Angeles—but in the interest products draw from the attendance as a whole. The heavy interest in Los Angeles, again, was one reason for this convention's success.

To operators, I want to suggest that my experience in all shows has been that it is unwise to lose one's head and start plunging when some item "looks good." That is one step, but alone it is not enough. The smart operator will find out for himself on location just how good it really is. Judgment may say a piece of equipment is a hot one, but the ultimate judge is the general public. When they agree, you really have something! ♦

### Columbia Catalog Has Unique Design

NEW YORK CITY — Completely redesigned and utilizing modern functional design techniques to simplify the readers' reference problem, Columbia Recording Corp.'s new catalog, just issued, totals 315 pages. Following months of study and experiment with various methods of combining the highest degree of functional usage with innovations in design, the catalog provides prominent identification of the various categories of records with an effective system of cross reference.

Set throughout in futura type which is notable for its clarity and effectiveness, the catalog employs different type sizes and values to distinguish titles of selections, composers, performers and names of compositions on reverse sides of records. Other features are large folio numbers in bold-face at the bottom of each page and a complete alphabetical listing of selections under title, composer and performer, with cross reference notations under each.

Given is all necessary information about each selection, including size of record, price, number of parts, whether available in album; there is a general listing of all Columbia Masterworks, Add-A-Part, popular and children's records, a pronunciation key to familiarize readers with correct pronunciation of foreign artists' names and titles of compositions, a listing of biographies and photographs of artists now recording for Columbia, a note describing the growth of the company, development of manufacturing technique, the price policy since August, and a guide for users.

Prepared by Ernest Werner, with a three-color cover designed by Alex Steinweiss, the catalog retails for 25-cents through dealers. ♦

### Milwaukee Preview Set for Panoram

MILWAUKEE — Occupying an entire building at 547 North Sixteenth St., Vic Manhardt, Sr., and Vic, Jr., will open new quarters on December 19 and 20 with a preview for this area of Mills Panoram Soundies movie machine. More than 300 important operators and distributors have been invited to attend the opening party which will include reception, open house, plenty of refreshments, favors and door prizes.

"An extraordinary amount of interest has already been expressed in Milwaukee about these coin-operated movies", Manhardt declares. "Every day I get a number of phone calls from people asking me all sorts of questions about the machine. So, now I'm going to show it and give them all a chance to see for themselves."

Celebrities of the stage, sports, and music worlds have been invited to attend, and it is reported that a large delegation will be present from the Mills plant, possibly headed by Ralph Mills, vice-president of the firm. • • •

They wouldn't let us in at the Vancouver barracks because Canada is at war, but through the fence we could see a long line of men waiting outside the stables. Each man held a lump of sugar in his hand.

"I'm glad to see you love animals so much," we remarked to a cavalry man leaning up against the fence. "I suppose the horse you're giving the sugar to is the pet of the regiment?"

"The hell he is," replied the soldier. "He's the one what kicked the sergeant!"

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**CHARLES A. ROBINSON**  
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**12 - 16 - 24 - 32 Record Music Systems**

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Chicago, Illinois

Direct "Touch-To-Touch" Action Music System

# Philadelphia

**POCKRASS HAS A SHINDIG . . . LOTS OF CONGRATULATIONS . . . GLOBE RESUMES BUSINESS.**

By HARRY BORTNICK

PHILADELPHIA (RC)—Biggest news of the month was Artie Pockrass' party at the Ritz-Carlton Hotel for the introduction of his Universal Amusement Co. as distributor of the Buckley Music System. Among the more successful shindigs sponsored by local coinmen, this attracted several hundred of Artie's friends and location-hunting rivals, as well as a quantity of operators and phonograph industry executives.

An important feature of the get-together was the presentation of special gifts to the attending guests, and of special prizes after a lucky-number drawing. Jules Goldberg took the first award, a twin-12 adapter, while the second prize, a neat 24-record adapter rewarded Brooklyner Willie Blatt for his trip down from New York. Coin Machine Association President Marty Mitnick gained a loud-speaker which should prove useful at meetings of his group.

The Raleigh Room, in which the party was held, held fond recollections for two guests—Al Rodstein, proprietor of ARCO Distributing Co., and Stanley Bear, repair manager of Artie's Universal organization, had each taken wedding vows there. Which prompted one wit to crack, "The operators all take on something for better or worse in the Ritz-Carlton."

A good deal of kindly interest is being shown the new Sinclair king-sized cigarette introduced in the Philadelphia territory by this reporter as direct factory representative. Many friendly operators cooperated to the extent of seeing that location owners stocked the brand, and also aided in the promotional and publicity program which marked the introduction.

Lots of congratulations are in order: To Eddie Heller, promotion manager for the Raymond Rosen Co.'s Victor and Bluebird record department, on his engagement to the lovely Dorothy Davenport, local photographic model. . . . To Raymond Rosen, with wishes for many more happy birthdays. . . . To Martin Lerner, son of Operator Sam Lerner, who celebrated his official maturity in an impressive bar-mitzvah ceremony December 15 at the Adelphia Hotel. . . . To Joe Mangone, head of Melody Music Co., Vineland, N. J., on his marriage November 17, followed by a two-week honeymoon in Miami. . . . And to the newest members of the Philadelphia Coin Machine Operators' Association—Joe Driben and Ben Kaplan, both of whom will maintain offices at the headquarters of Phil Driben; George Stein; Max Goren, who purchased George Silverman's entire route; and R. M. Epstein, a new entrant into the business.

Interest in the pinball association activities is climbing once more as election of



Harry Bortnick

officers nears. Present executives are doing a fine job in carrying along the affairs of the organization, and should have little difficulty in retaining their places.

Automatic Amusement Co., headed by Frank Engel and Mike Spector, local Seeburg distributors, held a November preview of new Seeburg products, for benefit of local operators. Both executives lined up plenty of business for their 1941 instruments from local coinmen.

Local vending machine operators, espe-

cially those with beverage units, may soon have another large chain of spots opened to them if fact follows the report that the Stanley-Warner Co., movie chain operators, will permit installations in their houses. One local coinman was allowed to place a limited number of machines in key houses, and if the plan is found profitable, general usage will be the rule.

Business has been resumed by the Globe Printing Co. A new series of attractive boards has been released, including the

## You'll Find THE BIG NAMES ON COLUMBIA and OKEH



YESSIR . . . the big names on records today are to be found on Columbia and Okeh records. Tie your music operations up to such names as Kay Kyser, Benny Goodman, Kate Smith, Horace Heidt, Will Bradley, Raymond Scott, Gene Krupa, Duke Ellington, Jimmy Lunceford, Cab Calloway, Ben Bernie, Hoosier Hot Shots and dozens of others.

These headline bands and artists will not let you down. Week in and week out they are providing you with nickel-pulling tunes that are remarkably easy to merchandise.

Drop in and listen to some of these hits Today!

<b>SAN FRANCISCO, CALIF.</b> H. R. BASFORD CO. 425 Second St.	<b>LOUISVILLE, KY.</b> PHILCO SALES & SERVICE, INC. 711 South First St.
<b>BUFFALO, N. Y.</b> W. BERGMAN CO. Oak & Eagle Sts.	<b>MILWAUKEE, WIS.</b> RADIO SPECIALTY CO. 829 No. Broadway
<b>CHARLESTON, W. VA.</b> CHARLESTON ELEC. SUPPLY CO. 914 Kanawha St.	<b>ALBANY, N. Y.</b> ROSKIN BROTHERS, INC. 1078 Broadway
<b>RICHMOND, VA.</b> BENJAMIN T. CRUMP CO. 1310 E. Franklin St.	<b>CHARLOTTE, N. C.</b> SOUTHERN BEARINGS & PARTS CO. 315 No. College St.
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<b>ST. LOUIS, MISSOURI</b> LAYER DISTRIBUTING CORP. 814 Walnut St.	<b>DALLAS, TEXAS</b> SOUTHWESTERN MUSIC CORP. 1707 Young St.
<b>OMAHA, NEBRASKA</b> MAJOR APPLIANCE CO. 2558 Farnam St.	<b>HOUSTON, TEXAS</b> SOUTHWESTERN MUSIC CORP. 1515 South Main St.
<b>PHILADELPHIA, PA.</b> MOTOR PARTS CO. 17th St. & Indiana Ave.	<b>HARTFORD, CONN.</b> STERN & CO. 210 Chapel St.
<b>DETROIT, MICH.</b> PHILCO DISTRIBUTORS, INC. Detroit Div.—1627 W. Fort St.	<b>CLEVELAND, OHIO</b> STRONG, CARLISLE & HAMMOND COMPANY 1392 W. Third St.
<b>PROVIDENCE, R. I.</b> PHILCO DISTRIBUTORS 17 Lyman St.	<b>MEMPHIS, TENN.</b> WOODSON & BOZEMAN INC. 482 Union Ave.

Globe Special and the Bomb Shell, both of which have been found profitable in operator tests.

Jack Beresin, Berlo Vending Co. executive, has been elevated to a high position in a charity drive with his appointment to the theatrical division of the United Jewish Appeal.

Harry Stern and Meyer Cowan are heading Major Amusement Co., a music operation which will headquartered in the offices of Bell Music Co., Jack Sheppard's organization. Stern, whose brother, Sam, is a Rock-Ola distributor, formerly was connected with Sheppard's Varsity and Royale record distributing agency.

Frank Kuhn, long active as a tobacco jobber, has retired entirely from that business in order to concentrate on operation and distribution of vending machines; he has placed a large number of new Pepsi-Cola vendors. Kuhn has also given up a large part of his music route, selling the bulk of this operation to ever-expanding Harry Elkins of the Royal Music Co.

Speaking of beverage vendors, a recent meeting of Coca-Cola wholesalers in swank Benjamin Franklin Hotel, made a prominent feature of the subject of "Coin Controlled Coolers" in reference to 1941 sales.

Tippy Klein, head of Premier Music Co., and Sammy Weinstein, Mutual Music Co., who last month stepped into distribution ranks with assumption of that local job for Homer Capehart's Packard Mfg. Co. products, have selected a fine suite of offices at 824 North Broad St., the former headquarters for Penn Coin-O-Matic and for U-Need-A-Pak, both of which expanded into larger quarters in a way that may hold similar cheery promise to this third user of the address.

Back in town and entirely recovered from his recent serious illness is Edward H. Lewis, Jr., who formerly headed the sales promotion and advertising department of the Motor Parts Co., and handled publicity for the Columbia and Vocalion—now Okeh—records distributed by that organization. Lewis is now affiliated with an advertising agency here.

Complete information is available from the writer of this column on the new plan to tie-in record publicity with the Philadelphia appearances of any outstanding musical organization. Plan is expected to boom use of music machines and to serve as a boost for the recording outfit making its appearance at any local spot.

A new sheet for phonograph operators shortly will be issued by RCA Mfg. Co. Writing chore has been assigned to Herbie Handler, who also handled publicity for the Motor Parts Co., local Columbia wholesaler, and now his competitor.

The past month's Penn U. Mask and Wig production of "High as a Kite," with songs by localads Richner and Boland, appears destined to contribute some recordable tunes to the operating picture, as is Ice-Capades of 1941 which featured a number of potential hits.

After deserting operating ranks, Al Rodstein is happy to be back as a distributor, handling both new and used equipment.

Ed Casnoff's General Coin Machine Co. claims to be the only local firm which has its own parking lot where operators may leave their cars for an unlimited period—one reason, perhaps, for the steady activity there.

The Rake Coin Machine Exchange, headed by the Rakowsky family, continues a program of business enlargement. Emphasis is on vending machines, and particularly the Columbus line.

Another vending machine man enthusiastic about recent activity, is Roy Torr, who

recently secured the new Spitfire ball-gum vendor and amusement machine for this territory. ♦

## New Coast Set-Up For Buckley

CHICAGO—Announcement of the appointment of William Corcoran as district sales manager of the Pacific Coast district was made the first part of this week by officials of the Buckley Music System, Inc., Chicago. Under this arrangement, Corcoran will have charge of music system sales in the Pacific Coast states.

In commenting on this appointment Corcoran said, "I am pleased to state that Pat Buckley has now appointed me district sales manager. During the time I have acted as distributor and have done a great deal of business with your firm it has been a great

pleasure to me to introduce Buckley Wall Boxes here on the Coast.

"During the recent show in Los Angeles, I had seven distributors present and each one of us kept busy talking with operators. We booked orders for wall boxes up in the thousands. Each one of us including the operators liked the new music boxes very well and feel that in 1941 we can do a good job.

"I intend to be out in the territory calling on the operators along with the distributors as I am acquainted with all of them and feel that with such co-operation we can do the job.

"All of us were glad to have Pat Buckley here and he had the opportunity of meeting hundreds of operators on the Coast. There were many operators at the show from Washington and Oregon as well as the nearer points." ♦

## AN OPEN LETTER OF APPRECIATION

*THANKING the many, many operators who have seen and heard our NICKEL-TALKIES for their sincere compliments and EVIDENCE OF THEIR PREFERENCE FOR OUR MACHINES.*

*Our models, AFTER SEVERAL MONTHS OF OPERATION, have more than fulfilled our assurance of PERFECT PERFORMANCE and the PRESERVATION OF FILM LIFE.*

*We are still more confident than ever that NICKLE-TALKIES is the ULTIMATE in both performance and income.*

## MUSICAL MOVIES CORPORATION

OF AMERICA

1554 Cross Roads of the World

GRanite 7982

HOLLYWOOD CALIFORNIA

# Record Score Sheet

## KEY TO RATING

- 5★ EXTRA GOOD. Recommended for use on any phone. Don't pass it up.
- 4★ VERY GOOD. Universal appeal. Good entertainment for any type of spot.
- 3★ GOOD. Returns, in many cases, will vary according to type of location and patronage. Not unusual.

- 2★ FAIR. Just passable entertainment.
- 1★ WEAK SISTER. Not strong enough to pay its own freight. Skip it.

## ABBREVIATIONS

FT—Fox-trot; W—Waltz; FT VC—Fox-trot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; R—Race; HB—Hillbilly.

## BLUEBIRD

- 3★ 10944 Charlie Barnet REDSKIN RHUMBA (FT)  
SOUTHERN FRIED (FT)
- 3★ 10945 Abe Lyman THREE AT A TABLE FOR TWO (FT VC)  
JOHNNY PEDDLER (FT VC)
- 2★ 10946 Rex Stewart MY SUNDAY GAL (FT)  
WITHOUT A SONG (FT)
- 2★ 10947 Freddy Martin IT'S A GREAT DAY FOR THE IRISH (FT VC)  
HARBOR OF MY HEART (FT VC)
- 4★ 10948 Alvino Rey & 4 King Sisters ST. LOUIS BLUES (FT VC)  
ROW, ROW, ROW YOUR BOAT (FT VC)
- 4★ 10949 Dick Todd ALONG THE SANTA FE TRAIL (V)  
DO YOU KNOW WHY (V)
- 3★ 10950 Vaughn Monroe YOU AND YOUR KISS (FT VC)  
YOUR DREAM (FT VC)
- 1★ 10951 Charles Kama Hawaiians RAINBOW OVER PARADISE (FT VC)  
SWEET KONA MOONLIGHT (FT VC)
- 2★ 10943 Fats Waller I'M GONNA SALT AWAY SOME SUGAR  
(FT VC)  
DO YOU KNOW WHY (FT VC)
- 3★ 10942 Gray Gordon THE YANKEE DOODLE POLKA (FT VC)  
THE KERRY DANCE (FT VC)
- 4★ 10941 Bob Chester WHEN I LEAVE THE WORLD BEHIND  
(FT VC)  
WHO AM I? (FT VC)
- 3★ 10940 Mitchell Avers MAKE IT ANOTHER OLD FASHIONED,  
PLEASE (FT VC)  
WE'LL MEET AGAIN (FT VC)
- 2★ 10939 The Airport Boys YOU ARE MY SUNSHINE (V)  
BAD GIRL (V)
- 3★ 10938 Tony Pastor LET'S DREAM THIS ONE OUT (FT VC)  
LOVE OF MY LIFE (FT VC)
- 3★ 10937 Walter Gross IMPROVISATION IN SEVERAL KEYS (PIANO)  
CREEPY WEEPY (PIANO)
- 3★ 10936 Glenn Miller ISN'T THAT JUST LIKE LOVE (FT VC)  
DO YOU KNOW WHY (FT VC)

## COLUMBIA

- 4★ 35820 Benny Goodman NOBODY (FT VC)  
HENDERSON STOMP (FT)
- 4★ 35821 Xavier Cugat KASHMIRI LOVE SONG (Rhumba)  
IN A PERSIAN MARKET (Rhumba)
- 4★ 35822 Kate Smith SOMEWHERE (V)  
MY BUDDY (V)
- 2★ 35823 Eddy Duchin THERE SHALL BE NO LIGHT (FT VC)  
WHO AM I? (FT VC)
- 3★ 35824 Horace Heidt VILIA (FT VC)  
MERRY WIVES OF WINDSOR (FT)
- 2★ 35825 Michael Loring THERE I GO (V)  
I HEAR A RHAPSODY (V)
- 4★ 35810 Benny Goodman WHOLLY CATS (FT)  
ROYAL GARDEN BLUES (FT)
- 4★ 35811 The Charioteers WE'LL MEET AGAIN (V)  
THE CALL OF THE CANYON (V)
- 4★ 35812 Eddy Duchin I GIVE YOU MY WORD (FT VC)  
SO YOU'RE THE ONE (FT VC)
- 3★ 35813 Orrin Tucker I WANT TO LIVE (FT VC)  
SUCH STUFF AS DREAMS ARE MADE OF  
(FT VC)

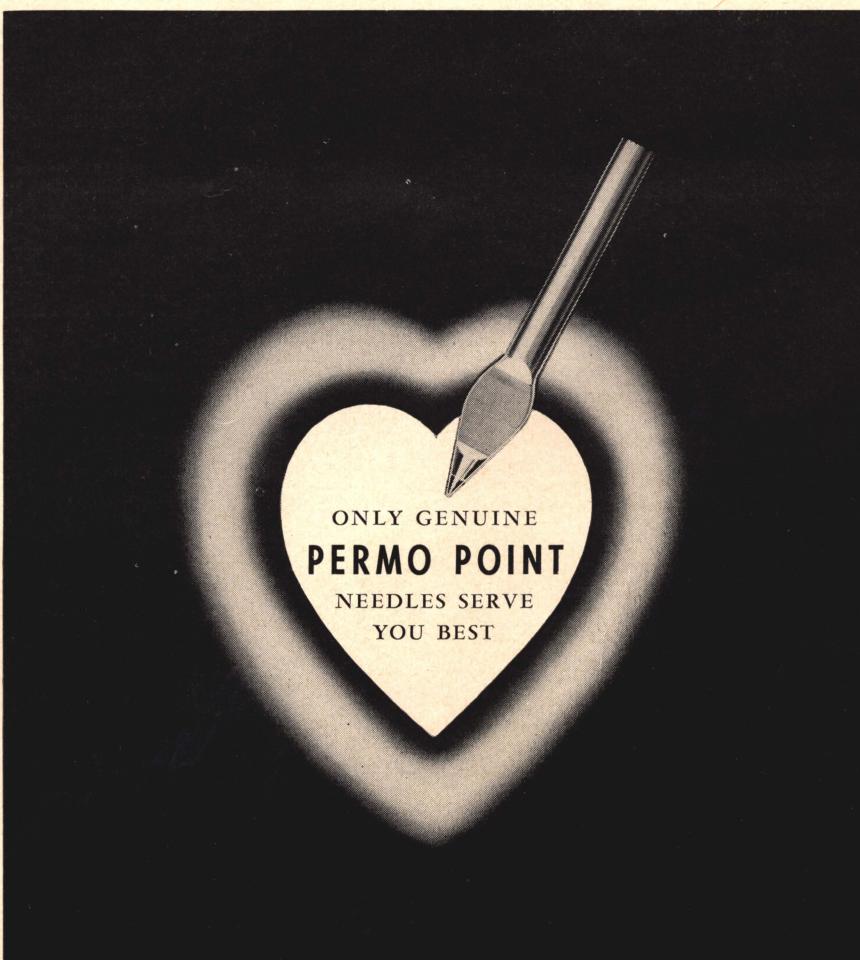
- 3★ 35790 Kay Kyser  
MY MOTHER WOULD LOVE YOU (FT VC)  
FRESH AS A DAISY (FT VC)

## DECCA

- 3★ 3459 Johnny Long  
THE SAME OLD STORY (FT VC)  
I GIVE YOU MY WORD (FT VC)
- 3★ 3461 Woody Herman DREAM VALLEY (FT VC)  
WHATEVER HAPPENED TO YOU? (FT VC)
- 4★ 3462 Dick Robertson MICKEY (FT VC)  
CONNIE'S GOT CONNECTIONS IN CONNECTICUT (FT VC)
- 4★ 3474 Pancho DOWN ARGENTINE WAY (Rhumba)  
ALLA EN EL RANCHO GRANDE (Conga)
- 3★ 5893 Rice Brothers GIRL OF MY DREAMS (HB V)  
I WON'T HAVE ANY TROUBLES ANYMORE (HB V)
- 3★ 35891 Johnny Marvin ME AND MY SHADOW (V)  
WE LIKE IT (V)
- 4★ 3455 Mills Brothers CAN'T YO HEAR ME CALLING CAROLINE  
(V)  
LOVE'S OLD SWEET SONG (V)
- 3★ 3454 Woody Herman THERE I GO (FT VC)  
BEAT ME DADDY, EIGHT TO THE BAR (FT VC)
- 3★ 3453 Guy Lombardo A NIGHTINGALE SANG IN BERKELEY  
SQUARE (FT VC)  
DID ANYONE CALL (FT VC)
- 3★ 3451 Bob Crosby DRUMMER BOY (FT VC)  
AIN'T GOIN' NOWHERE (FT)
- 4★ 3450 Bing Crosby PLEASE (V)  
YOU ARE THE ONE (V)

## OKEH

- 3★ 5897 Count Basie DRAFTIN' BLUES (FT VC)  
WHAT'S YOUR NUMBER (FT)



4★ 5898 Dick Jurgens  
ISOLA BELLA (FT VC)  
I DO, DO YOU? (FT VC)

2★ 5900 Horace Henderson  
AIN'T MISBEHAVIN' (FT)  
SMOOTH SAILING (FT)

3★ 5901 Claude Thornhill  
LOVE OF MY LIFE (FT VC)  
THE LEGEND OF OLD CALIFORNIA (FT VC)

3★ 5902 Tommy Reynolds  
SOMETHING TO LIVE FOR (FT VC)  
NICKEL'S WORTH OF RHYTHM (FT VC)

2★ 5883 Gene Krupa  
HIGH ON A WINDY HILL (FT VC)  
IT ALL COMES BACK TO ME NOW (FT VC)

2★ 5884 Count Basie  
THE MOON FELL IN THE RIVER (FT VC)  
ALL OR NOTHING AT ALL (FT VC)

3★ 5886 Jack Leonard  
I GIVE YOU MY WORD (V)  
WHEN YOU'RE A LONG, LONG WAY  
FROM HOME (V)

4★ 5887 The McFarland Twins  
RIVER HOME (FT VC)  
TALKIN' TO MY HEART (FT VC)

3★ 5888 Al Donahue  
FRENESI (FT)  
I HEAR A RHAPSODY (FT VC)

2★ 5889 Ben Bernie  
PIERRE OF THE SASKATCHEWAN (FT VC)  
THAT'S YOUR UMBRELLA WHEN IT RAINS  
(FT VC)

3★ 5890 Gene Autry  
THE CALL OF THE CANYON (HB V)  
BROOMSTICK BUCKAROO (HB V)

4★ 5891 Hoosier Hot Shots  
NOAH'S WIFE (N V)  
WAY DOWN IN ARKANSAW (N V)

3★ 5877 Ginny Simms  
DEAREST, DAREST I? (FT VC)  
DO YOU KNOW WHY? (FT VC)

4★ 5876 Six Hits and a Miss  
TWO DREAMS MET (FT VC)  
I'VE GOT THE WORLD ON A STRING  
(FT VC)

3★ 5875 Tiny Hill  
SHOW ME THE WAY TO GO HOME (FT VC)  
I WISH I COULD SHIMMY LIKE MY SISTER  
KATE (FT VC)

2★ 5874 Cab Calloway  
THE WORKERS' TRAIN (FT VC)  
FEELIN' TIP TOP (FT VC)

3★ 5873 Sonny Burke  
CARRY ME BACK TO OLD VIRGINNY  
(FT VC)  
CAN I BE SURE (FT VC)

3★ 5872 Gene Krupa  
OH! THEY'RE MAKING ME ALL OVER IN  
THE ARMY (FT VC)  
WHEN YOU AWAKE (FT VC)

3★ 5871 Dick Jurgens  
MY MOTHER WOULD LOVE YOU (FT VC)  
YOU SAY THE SWEETEST THINGS (FT VC)

3★ 5863 George Hall  
MAY I NEVER LOVE AGAIN (FT VC)  
TAKE CARE (FT VC)

### VICTOR

4★ 27219 Tommy Dorsey  
YOU SAY THE SWEETEST THINGS, BABY  
(FT VC)  
NOT SO LONG AGO (FT VC)

27220 Sammy Kaye  
ALONG THE SANTA FE TRAIL (FT VC)  
DOWN THE GYPSY TRAIL (Waltz VC)

1★ 27221 Duke Ellington and Jimmy Blanton  
SOPHISTICATED LADY (Piano & String Bass)  
PITTER PANTHER PATTER (Piano and Bass)

4★ 27222 Hal Kemp  
SO YOU'RE THE ONE (FT VC)  
WALKIN' BY THE RIVER (FT VC)

4★ 27223 Leo Reisman  
THE LAST TIME I SAW PARIS (FT VC)  
WHAT MAKES A SONG? (FT VC)

4★ 27224 Wayne King  
THE WALTZ YOUNG SAVED FOR ME (Waltz)  
SONG OF THE ISLANDS (Waltz)

4★ 27227 Kenny Baker  
YOU AND YOUR KISS (V)  
THERE I GO (V)

3★ 27208 Wayne King  
GOODNIGHT MOTHER (FT)  
YOU WALK BY (FT)

3★ 27205 Sammy Kaye  
SOMEWHERE (FT VC)  
ADI-ADI-ADIOS (FT VC)

3★ 27204 Sidney Bechet  
ONE O'CLOCK JUMP (FT)  
BLUES IN THIRDS (FT)

### Buckley Distributors Cover Coast

CHICAGO—The new line-up of distributors for Buckley Music System, Inc., will make their music systems available to every operator in the Pacific Coast states.

Along with the announcement from Buckley Music System, Inc., Chicago, that William Corcoran is their new sales manager for the Pacific Coast district comes the news that they now have seven distributors to handle this territory. These new distributors are located in all of the principal cities for music distribution.

William (Bud) Parr, General Music Company, 2277 West Pico Blvd., and Charles A. Robinson, 1911 West Pico Blvd., are the new distributors in Los Angeles. Joe H. Baker, 154 North 1st Street, is the distributor in Fresno, California. Sam S. Kingston, Metro Music Company, 280 Golden Gate Avenue, is the distributor in San Francisco, California. Mel Baer, Baer Music Company, 850 East 14th Street, is the distributor in Oakland, California. D. B. Scotto, 1921 16th Street, is the distributor in Sacramento, California. Aubrey V. Stemler, 807 S. W. 16th Avenue, is the distributor in Portland, Oregon.

Each one of these men have had years of experience in the music field and have a thorough knowledge of the many problems confronting the operator. They are ready now to show operators the new Buckley line for increasing revenue and saving on obsolescence in the music business. ♦

• • •  
Neighbor: "What do you plan to do, Janie, when you get as big as your mother?"

Janie: "Diet."

### Pfanstiehl Appoints Meyberg Reps. in West

CHICAGO—Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, has announced the recent appointment of the Leo J. Meyberg Company of Los Angeles and San Francisco as distributor for both the Pfanstiehl needles. "They aren't satisfied with doing a bang up job with the regular 4000 Play Coin Machine Needle," said Hemminger, "but they've taken on our new home needle and are doing a swell job with that too!"

"Of course the regular Pfanstiehl needle for the automatic coin machines is now well established in this territory and the sales are going great; and now Meyberg is doing an equally fine job with the home needle. Both needles have the same operating features: no break-in period, no break point, needle must never be turned, and the round point for truer tone."

"With a playing life of 4000 Play and an unequalled tone, the new Pfanstiehl home needle is being heartily endorsed by manufacturers of home phonographs and radio-phonograph combinations." ♦

# NEW-

## Improved

No Break-In Period

For Longer Record Life.

No Break Point.

Needle Must Never  
Be Turned.

Round Point For  
Truer Tone and  
Less Surface Noise.



**PFANSTIEHL  
Coin  
Machine  
NEEDLE**

**PFANSTIEHL CHEMICAL COMPANY  
Metal Division**

105 LAKE VIEW AVENUE  
WAUKEGAN, ILLINOIS



LOS ANGELES . . . 2027 South Figueroa  
SAN FRANCISCO . . . 70 Tenth Street

LEO J. MEYBERG CO.

**39**  
COIN  
MACHINE  
REVIEW

## END-OF-THE-YEAR CLOSE-OUTS



### — USED GAMES —

Dixie .....	\$69.50	Avalon .....	\$22.50
Flagship .....	25.00	Skyline .....	64.50
Limelight .....	59.50	Major .....	20.00
O'Boy .....	42.50	Super Six .....	42.50
On Deck .....	69.50	Turf Champs .....	35.00
Speedway .....	69.50	Zeta .....	30.00

### — NEW GAMES —

Genco Four Roses..	\$99.50	Chi. Coin All American....	\$99.50
		Exhibit Zombie ..	\$99.50

### — COUNTER GAMES —

Daval ALL AMERI-CAN, 5c, NEW.....	\$34.95	Daval MARVEL, 1c, NEW .....	\$34.95
Daval ACE, new.....	\$14.95	Daval CUB, new.....	\$13.95
Used Daval ALL AMERICAN, 5c.....	\$27.50		

### CLOSE-OUT OF WURLITZER PHONOGRAPH STANDS

*Brand new beautiful stands manufactured especially for the Wurlitzer by Central Stand. To clear..... \$18.50  
LIGHTED STANDS.....\$21.00*

## LONG BEACH COIN MACHINE CO.

1628 E. ANAHEIM

PHONE: 722-64

LONG BEACH, CALIF.



W. E. Earl

### Stoner Appoints Western Representative

AURORA—C. R. Adelberg, sales manager of the Stoner Corporation, announces the appointment of W. E. Earl of 2306 N. E. 27th Avenue, Portland, Oregon, as factory representative of the Aristocrat Line of Merchandising Machines, for the states of Oregon, Washington, Montana, Idaho, and Utah.

Earl has had a great many years of experience in the vending machine field, his first venture dating back to 1928. He has

the distinction of being the first Pacific Coast distributor for the Automatic Canteen Company, starting in August, 1930, selling his franchise with that concern in July 1939. During this period he helped pioneer the tremendous growth of merchandising machines. This experience will be of inestimable value to both old and new operators of merchandising machines, and is available to all old as well as new operators of Univendors.

Earl's enthusiasm of his appointment as factory representative is only matched by his faith that Univendor is the answer to the operator's needs, not only from a

mechanical standpoint, but because of Univendor's versatility to fit each location. The fact that a combination of articles from 5 to 20c can be vended in the same machine is an advantage enjoyed by Univendor operators.

Earl served in the U. S. Air Service for two years during the world war, and is prominent in veteran organizations of both Portland and Seattle, being a member of the American Legion, 40 et 8, and the Disabled American War Veterans.

Earl will be out renewing his old acquaintances and making new ones in the territory assigned to him.



*The pretty young lady is looking at one of the 450 Fun and Feature films which Automatic Games, Chicago, has available for their new View-A-Scope machine. This machine, being announced this month, will be featured at Automatic Games booth at the Chicago Show.*

# Pictorially Speaking



**Harry I. Drollinger**  
Packard General Service Manager

Started servicing electric pianos at Fort Wayne, Indiana when he was sixteen years old. He was with the National Piano Company for thirteen years as Superintendent of Service with 14,000 pianos on location. He went to Texas and operated phonographs for himself for five years and then became District Manager for Wurlitzer for

four years. He then started building selective Remote Control equipment in Texas for two years and took the box he had built to Buckley where he was in charge of sales and service for one year. He took a new box to Keeney where he was in charge of sales and service for one year. He left Keeney to come with Packard as General Service Manager.



**George Rossebo**  
Packard Factory Manager

Was formerly with Nordyke & Marmon Motor Car Company in the Aviation Division, supervising tools. Then spent 17 years with Holcomb & Hoke, Indiana where he was factory manager. This concern built the old Holcomb & Hoke Electramuse Phonograph, among other products. Then he was in charge of production at Thomas & Skinner Steel Products, Indianapolis, where they made magnets and various other steel products. He left this company to come with Packard Manufacturing Corporation as factory Manager.



"Here's what's making bars more popular than ever", says Jean (Buckle Music System) Martin, "and doubles profits, too. You can now relax and enjoy your favorite musical selections without having to leave the bar."



*Wurlitzer District Manager Bill Bye watches General Salesmanager "Mike" Hammergren stage his own demonstration of the firm's Colonial Model 780 phonograph. Hammergren declares that sales of this new style instrument are "way ahead of expectations, no doubt because the 780, specially designed to harmonize with the furnishings of the finest hotels, clubs, restaurants and cocktail lounges, is itself a step ahead in phonograph design."*

## Trevillian Gets Territorial Franchises

HONOLULU, T. H.—Fred Trevillian, who left here on the Lurline October 4 for a brief visit to the mainland and to attend the Western States Coin Machine Convention in Los Angeles, has returned with exclusive territorial franchises for three leading sound-on-film machines.

Franchises also include Santa Barbara County, in California, where Trevillian also maintains an organization. ♦



**W. F. Struby**  
Secretary of Packard Manufacturing Corporation and Assistant General Manager.



One of the fastest growing organizations in the Coin Machine Industry in the West is that of Fred Trevillian, Santa Barbara. Above you see the Trevillian man and woman power lined up in front of their fleet of trucks. Brother Ollie watches over the Santa Barbara County operations while Fred is currently establishing a large operation in the Hawaiian Islands



A unit of one of the largest drug chains in America, the Walgreen Drug Store in Memphis, Tenn., has just installed a Wurlitzer model 800 complete with an extensive Wurlitzer Remote Control System utilizing wall boxes in the refreshment booths. Reports are that customers have been highly pleased, the store management equally gratified.



Officers of Gay Games, Inc., include (left to right)—A. Don Shideler, assistant salesmanager; Homer N. Robinson, secretary-treasurer; Guy E. Noel, president; Fred C. Robinson, vice-president; and Charles R. Cannon, salesmanager.



**Fred Rabe**  
Packard District Manager for Florida, North and South Carolina and Georgia.

Has been in the automatic phonograph business for the last 15 years. Formerly with Holcomb & Hoke Manufacturing Corporation. Was with Mills Novelty Company a number of years and with the Rudolph Wurlitzer Company as District Manager in his same territory.

## **Gay Games Offers New Punchboard Line**

MUNCIE, Inc.—Announcement of the addition of a new punchboard department to include a full line of penny salesboards and operators' money boards, has been announced by Guy E. Noel, president of Gay Games, Inc., ticket and jar deal manufacturers.

Firm was organized in 1933 and has been servicing jobbers and operators ever since on a nationwide scale with factory representatives in almost every state in the union. The famous E-Z Pickin' line of jar games was originated here.

Said to permit considerable savings, the new punchboard department, which will add 20 to 40 more people in production capacities alone to the present personnel of nearly 150 and which will work in conjunction with previous equipment which is now producing a full line of tip ticket games, makes it possible for customers to secure all punchboard and coupon requirements from the same source.

Fine reports have been received by executives of the firm on acceptance of initial orders. Line was shown in Los Angeles at the recent Western States Coin Machine Convention. ♦♦♦

# **FEELIN' RUNS HIGH**

*And so do Profits  
WITH  
VIEW-A-SCOPE*

Shows Life-Like—True Vue Films in Third Dimension. See Paris, Sally Rand or the Passion Play. 1c & 5c play.

Made by the maker of the famous King of Vendors,  
**"SILVER KING"**

See your jobber, or write

**AUTOMATIC GAMES**  
2422 Fullerton Ave. Chicago, Ill.

# **Kansas City**

### **THE CHRISTMAS SEASON—GIFTS FOR EVERYONE . . . OPERATORS' STAG DINNER . . . PLAY STIMULUS FOR WAR-THEME MACHINES.**

By B. K. ANDERSON

KANSAS CITY, Mo. (RC)—The Yule log is being carried to the fire. As November became December a very heavy early snow set in motion the Christmas guessing and wishful thinking. In this particular case, of course, the heads of operating and distributing firms take on the cloak of St. Nick and the presents are usually in the form of bonuses. More often than not the size of these gifts are measured by the success of the firms during the past year; and this year having been a very good one from all angles, bonuses are expected to set an all-time record.

And so the guessing goes on. For some reason or other coin machine receipts have, of late, been far in excess of expectations. It may be that more money is being given or that a larger number of persons have more time for the machines. At any rate operators have grown to expect good months in this period and have not been disappointed.

Carl Hoelzel, head man at United Amusement Co., has just returned from a trip to New York, Chicago and Minneapolis. Carl flew most of the way and when he returned home explained his trip with: "We operators and distributors in this section of the country are constantly hearing rumors about what operators are doing in other parts of the country; about new machines that have or are coming out that are going to swing a lot of weight. Never a day goes by but what you hear a lot of this rumor. So, once every few months, I pack my bags and make the circuit. It's always the same story when I get back—We're getting everything they're getting anywhere else, and just as soon."

Hoelzel, however, is not slow to admit that in this present Midwest boom, variety of equipment has emphasized its importance. His own show and stock rooms testify to that. A recent inventory showed that over three thousand pieces of widely varied equipment are gathered under United's roof.

The boys at Confection Cabinet took time off to pass along some similar advice. At the threshold of their biggest season of the year they pointed to the advantages of frequent shifting of types of candy bars in maintaining these vendor's maximum volume. Specialists in this field, with machines in theatre lobbies, this firm advises

that a complete change of merchandise be made at least every two or three months. Also, it's the heavy, highly nutritious bars that do the big winter business, they say.

R. W. Webb, head of General Vendor Mfg. Co., and George Atkeson, salesman of the firm, got off to a very pleasant start on the Yule season with a trip to Cincinnati to the Bottler's Convention. They report that the bottle manufacturers made much to-do over the coin controlled beverage vendors displayed there.

According to Webb, "There are very few marketers in the country now who haven't or aren't considering offering their product to the customer via the coin machine. At this recent show the booths displaying such machines held a constant large audience. Designers of the bottles assured us that word has come down to standardize the size and shape of all containers so they may accommodate this type of merchandising. In fact quite a few sales were made right off the floor of the show. The attention they are now giving coin machines is terrific!"

Wallace Bryant, recently returned from California and formerly on the staff at both United and Central, has gained himself a new job for Christmas, returning to Central Distributing Co. where he joins a former team-mate, "Dutch" Darkow.

Old St. Nick answered Messrs. Mason and Crummitt's Christmas letter early. Still several weeks before the fateful day, this operating and distributing center bears all the appearance of the morning of December 25th. The wide sidewalk fronting Central for days has been covered with half-opened boxes and inside the expanded quarters of this firm is jammed. "It's the Christmas rush," they explain; all of which speaks well for local operators who are taking advantage of the season to present themselves with large orders of new equipment.

The operator fraternity as a whole, ushered in the season with a stag dinner at the Hotel Muehlbach, November 22. The early part of the evening was given over to a business meeting which was followed by a dinner and card party. Held in this hotel's famed Pompeian Room, the affair was attended by almost full membership of Hobbies, Inc., and was pronounced the most successful event of its kind in the history of this operators' organization.

With a Christmas front already beckoning to passers-by, the Mo-Kan Music Co. is making a strong bid to local customers to help them furnish a finishing touch to their holiday gatherings with a rented automatic music machine. Nick Fasci and Abe Vanderwood are asking Santa only that he keep sending them the very popular records, which have been coming out lately in large numbers, so that their customers can make others happy by using them for Christmas gifts.

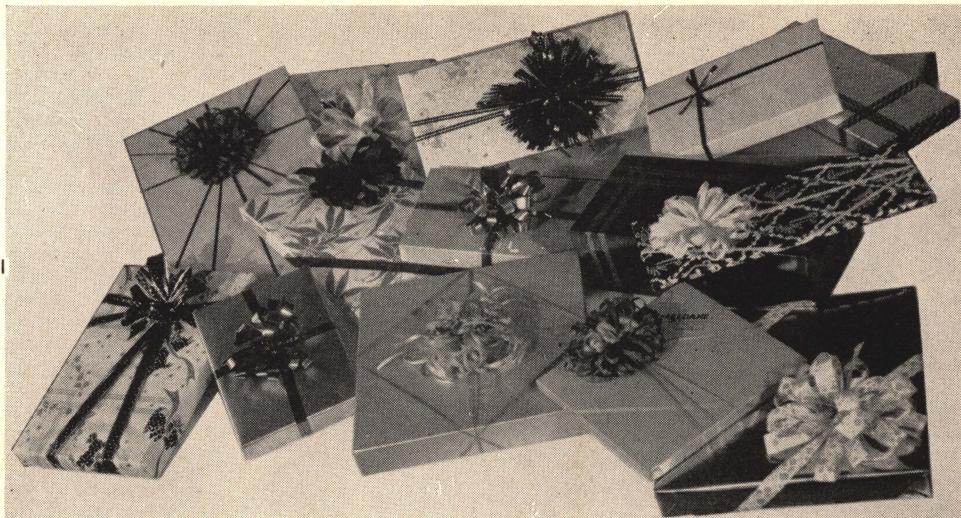
As far as Midwest operators are concerned, coin machine manufacturers have also donned the red and white robes and snowy whiskers. The recent flood of war-theme machines, both tables and ray-guns, has greatly stimulated play in locations

(See **KANSAS CITY**, page 50)

**Attention . . . VENDING MACHINE OPERATORS**  
WRITE FOR FREE SAMPLES AND PRICES ON OUR NEW  
**PEANUT-SHAPED CHEWING GUM**

5/8" Ball Gum      3/4" Ball Gum  
Will vend in any peanut vending machine  
also premium ball gum

**U. G. GRANDBOIS CO., KALAMAZOO, MICHIGAN**



## Give Something Really Different!

We've searched the markets of the country to bring together as original and unique an assortment of gifts possible for Christmas giving. In our complete stocks you'll find just the thing for that hard to please name on your list, an unusual gift for that far away friend, a unique gift for someone who has everything, and a snappy and clever gift for that certain party you'd like to "slay" with a tricky gift. Below are listed a few:

*Seaforth*  
FOR  
MEN

The finest toiletries ever compounded for men. SEAFORTH captures the invigorating odor of the Upland Moors with its faint scent of heather. All items packed in unusual stone containers with snug brown caps in the tradition of old Scotland. There's the Shaving Mug filled with shaving soap which may be used later for a Tom and Jerry Mug, Shaving Lotion, Cologne, Deodorant, Talc and a 3-cake Box of toilet soap. Each \$1.00

1620 CLIPPER SHIP WEATHER BAROMETERS. Exact copies of same glass used in old sailing vessels to foretell weather. Complete with antique iron hanging frame and drip cup. Very unusual.....\$1.00  
 A. T. CROSS GOLD AND STERLING SILVER PURSE PENCILS. 3 inches long. Propels, expels leads. In padded gift cases. Looks \$2.50 to \$3.50 at least. An ideal gift for any woman. Sterling Silver.....\$0.50  
 SWEET POTATO VASES. Belgium glass vases especially shaped to aid the growth of the sweet potato. Suspension chains and bracket finished in pompeian green. Glass holders in amethyst, green, smoke and blue. At only.....\$1.00  
 RO-TRAY ASHTRAYS. Leather covered in Gray, Dark Red or Blue leather with felt base. Holds 20 cigarettes, each on individual spring. When top rotates cigarette pops up. Regularly \$2.50, now only.....\$1.00

**SPECIAL NOTICE:** All merchandise guaranteed to please. Your money refunded if you are not happy with our selection. All orders over \$5.00 delivered free anywhere in the United States. For orders under \$5.00 add 10% for delivery charges.

BELL COCKTAIL SHAKERS. Shaped exactly like old fashioned school bell. Made of highly polished chrome with solid walnut handle. Shaker holds sufficient for four cocktails. Handle unscrews for filling. Strainer spout on side for serving. Regularly \$9.95, closing out at.....\$2.95

GRANDMOTHER'S CASTOR. Miniature reproduction in brass of old fashioned castor outfitted with 3 hand blown bottles with applicators and glass funnel. Bottles filled with Spice, Apple Blossom and Gardenia perfumes. In clever gift box.....\$1.00

CIGARETTE BAR. Miniature regulation bar of brown, grained plastic with brass rail. Top of bar hinged and 3 compartments inside care for 3 full packs. Two brass miniature cuspids for ashes and matches. Neatly boxed in clever gift box.....\$1.00

APOTHECARY SCALES. Ideal table decoration. Scales approx. 12" high and 15" wide. Finished in antique green. 3 chains support platform on each end of scale upon which rests small flower pot. Perfect for cactus or small plants or flowers.....\$1.00

ANTIQUE BRASS KEROSENE WALL LAMPS. Miniature replicas of Colonial wall lamps, complete with reflector and hanging flange. Holds enough kerosene for 20 hours burning.

Complete with chimney and wick.....\$69c  
 LIBBY OWENS GLASS CIGARETTE SETS of frosted glass. Glass box holds 20 cigarettes and 4 modernistic ashtrays to match. Five pieces in attractive blue gift box.....\$1.00  
 CANAPE SERVER. Hand painted wood tray approx. 12" in diameter. Liquid resisting finish. Center dish of glass with metal band decorated top in gay colors to match tray. Wooden cheese server included. A sensational value at only.....\$1.00

POTTERY BREAKFAST SETS. Just the thing for stay-in-beds. 12 inch pottery plate with raised section for coffee cup, sugar, creamer, small coffee pot and toast holder. 5-piece set in coral or yellow, for only.....\$2.25

INLAID WOODEN BOXES. 6x3x4, filled with exquisite Montag social stationery. Boxes made by Georgia mountain people. Ea. \$1.00

WINDOW LEDGE FLOWER BOXES. Richly colored glass flower holder 4" wide, 8" long by 4" deep in charming black polished holder. Easily fits on window ledge. Ideal for flowers, ferns, ivy, cactus, etc. Coffee, Green and Yellow. Each.....\$1.00

GRAYCO TIE RACK. The ONE tie rack to please all men. Holds 3 dozen ties. Each arm of rack for ties of certain colors. Color chart stamped into polished metal back tells proper color combinations. Only.....\$1.00



**GRAYCO**  
*End-Lock*  
**CRAVATS**  
*Hand Made*

STYLED IN HOLLYWOOD

Grayco Ties with handkerchief to match in gift box.....\$1.00

THE CHIEF, hand-woven cravat featuring Indian colors of the Great Southwest. Compares favorably with \$2.50 cravats, each.....\$1.00

TALLY-HO Ties, made by Grayco, all new winter patterns, each.....\$69c or.....2 for \$1.00

All neckwear individually boxed in allegator grain white gift boxes.

HOLLYWOOD MUDDLERS. Hand turned pair. One casts shadow showing nude female, other nude male. Really different. Usually \$2.25, now.....\$1.69

WINTER UNDERWEAR FOR MEN. Ideal gift for that smart fellow you'd like to lay low.

Hand knitted in Hollywood. Red and white smart color combination tied with baby ribbon. Tissue wrapped and gift boxed. The famous P. T. Warmer brand.....\$1.00

**L I T T L E G I F T S H O P**

1115 VENICE BOULEVARD

Fitzroy 8269

LOS ANGELES, CALIF.

# Modern Merchandising

## WVMOA Reports Activities

LOS ANGELES—As in times past, the matter of increased tax and license regulation remains in the foreground. At the November 28th meeting of the Western Vending Machine Operators Association of Southern California, it was reported that a new license ordinance of \$6 per quarter-year on all coin operated machines, in Ontario, Calif., becomes effective January 1. On the face of it, it is apparent to all operators of merchandise vending machines that this is an impossible license to pay.

Ground work has been undertaken by several members of the association to determine if relief from this terrific regulation can be obtained. If operators who are not members of the association wish to obtain information regarding this new difficulty, they may do so by communicating with M. I. Slater, the association secretary, at 1529 South Marengo, Alhambra.

As an example of what the association is doing for all its members and all other operators who should be helping to support it, officials report the case of Monterey Park, a community adjacent to Los Angeles which had a license fee of \$5 per quarter-year on all coin operated machines of any classification. Due to the effort of the association, a new ordinance will be in effect there January 1, 1941, with greatly reduced fees so that operators may again do business in that community. Close cooperation of the scale operators aided in securing this new legislation, further information concerning which may be had at the next meeting, or through communication with the secretary.

Because the next meeting night falls on New Year's Eve, there will be no meeting until the last Tuesday in January, unless

some unforeseen difficulties arise, necessitating the calling of a special meeting.

The words of J. C. Smuck, former secretary of the association, are being used in urging increased cooperation of non-affiliated vending machine men: "It is difficult to understand why such a large number of operators remain apparently indifferent to vital problems affecting their business. If the small group who have been carrying the load for a long time were to take the same attitude, loud cries would be raised and much criticism advanced." There's food for thought in that statement. ♦

## CMI Plans Aid for Peanut Council

CHICAGO—Cooperation of a dozen or more vending machine manufacturers has been pledged by Coin Machine Industries, Inc., in the promotion of National Peanut Week. Pointing out that a tremendous quantity of peanuts and peanut candy bars are vended daily through coin-operated machines, W. B. Jester, executive secretary of the National Peanut Council, Suffolk, Va., addressed a recent meeting here of machine and candy bar manufacturers and their representatives, and urged the eating of peanuts for their nutritive value, rather than permitting so large a part of the crop crushed into peanut oil.

Manufacturers of vending machines of this type, whether CMI members or not, are to be urged by Jas. A. Gilmore, secretary-manager of the association, to contact Jester, and to place National Peanut Week stickers on all their machines from now until January 15, 1941. Other cooperation was also offered, including space at the coming Show where the Council might meet and greet those attending and distribute literature promoting the peanut industry. ♦

## No New Model Bugaboo with MASTERS

No outdated equipment a few months hence when you climb atop the MASTER profit bandwagon. True, new improvements develop from time to time and are immediately incorporated in the MASTER without materially affecting the general design. We do this to protect YOUR investment! With MASTERS you are always operating the

MACHINE OF TODAY!!!

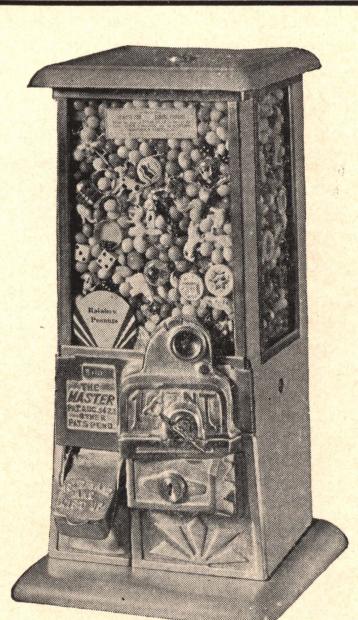
For further details and prices ask

**M. BRODIE CO.**  
2180 Pacific Ave. Long Beach, Calif.

**VIKING SPECIALTY CO.**  
530 Golden Gate Ave. San Francisco, Calif.

Or write direct to

**The NORRIS MFG. CO.**  
553 Wager St., Columbus, O.



Master Novelty  
PENNY PLAY

## Fred Mills Gets Christmas Party

CHICAGO—Christmas "ahead of time" is the keynote of a party to be given December 16 for Fred L. Mills, by some 50 Mills Novelty Co. employees who promised individual presents for their chief in the form of orders. Affair was scheduled at a business meeting, early in November, conducted by James Mangan, merchandising and advertising director, and attendance included Ralph, Herb, Hayden and Bert Mills; Vince Shay, coin sales manager; Jack Walsh, Coca-Cola sales; Al Wilson, general machine sales, and F. E. Jernberg, commercial refrigeration.

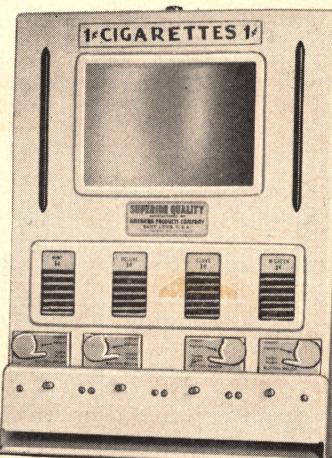
Mills, in turn, promised the winning sales manager a gift of a suit from Strahorn, exclusive Michigan Boulevard tailor. As of this writing, Vince Shay heads the pack, and mentally, at least, Shay is already wearing the new suit to the January show. ♦

## HERE IT IS!

**IDEAL  
PENNY CIGARETTE VENDOR**  
HOLDS 180 CIGARETTES  
**A BIG MONEY-MAKER  
40% PROFIT**

**Only Vendor of Its Kind Made**

Approved by U. S. Internal Revenue Dept.



**A BEAUTIFUL WALL TYPE  
VENDOR ONLY 2 1/2 INCHES  
DEEP AT BASE**

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay—Save time, Order sample machine with 400 cigarettes at Quantity price, Only \$17.40 for both. Send Check or a Money Order.

**American Products Co., Inc.**  
709 N. Taylor Ave., St. Louis, Mo.

**45**  
COIN  
MACHINE  
REVIEW

# New York

"SHAVING VENDORS" AND HOT COFFEE . . . MUSEUMS TAKE ON VENDORS . . . OPERATORS AND DISTRIBUTORS LIVELY.

By IRVING SHERMAN

NEW YORK (RC)—Did we tell you this one? They're ganging up on those slug manufacturers and it won't be long now. The Interstate Cigarette Merchandisers Association has its legal talent working on a national bill that may write finis

to one of the most persistent headaches in the business.

Heave ho, me lads! Sam (Commodore) Yollen is back on his sea legs again (literally). The Commodore insists that he went down under action, and it was either a blonde or an enemy submarine—we forget which.

Are penny games due for a comeback? Eastern ops are het up again over the issue, although the Amalgamated Vending Machine Association and its cohort, the Greater Amalgamated of Brooklyn, frown on a revival of the penny games. Main reason: Too many kids in your hair and you know how the authorities feel about the kiddies and games?

Have you seen the "vending shaver?" The Grand Central Terminal has been picked for a test spot. Ten cents a shave and no fuss and barber halitosis. A Chicago outfit is behind the machine and it's putting out feelers in all the big cities.

The rule by Attorney General John J. Bennett of New York State, that films in coin operated movies must be okayed by the censors is really a boost. This eliminates the kind of raw staff you get on records and makes papa feel he can take the family out to see one in action. Maybe a similar move for the music boxes wouldn't be a bad idea.

What did we tell you—Sky Fighter is the rage around town and it's our guess it



Irving Sherman

## INTERNATIONAL FORWARDING COMPANY

— FOREIGN AND DOMESTIC FREIGHT FORWARDERS —

Daily Consolidated Cars to

All points in California, Idaho, Nevada, Utah, Oregon and Washington  
with

Specialized service on shipments of coin-operated games and phonographs.

SALT LAKE CITY  
LOS ANGELES

PORLAND  
SEATTLE

SAN FRANCISCO  
SPOKANE

will continue for some time more. More war games with the emphasis on skill is the best bet for operation—and the safest, from the point of view of the legal angle. Why not more games where the player has to use a little manual dexterity so that we can get away from the idea that an operator is in a racket? Win the public by giving it a break!

The way the music box manufacturers are going out for business is a revelation. Only recently one of the local dailies had to stand aside for a moment and yell bravo! Seeburg, Wurlitzer, Rock-Ola—we could all learn a thing or two from them, and it isn't memory work either!

The 1941 Coin Machine Show, to be held in Chicago, is awaited with keen interest in New York town. After the pace set by the Los Angeles crowd, it is realized that Chicago will have to put on its best to top the try. New York delegations are curious as to the effect the Western show will have on the impending carnival. The consensus leans to the belief that many operators could use two or more shows a year.

One coimman bounced up last week with a suggestion for a hot coffee vending machine. Railroad and bus terminal centers, certain shopping centers, are badly in need of such vendors, he says, and if a manufacturer could work out a vendor like that he thinks he can find plenty of locations for it.

Which reminds us that the coin machine is really going places. No less a "spot" than the Museum of Natural History in New York has machines vending pamphlets at 25 cents a try, and now word comes the austere, irreproachable Metropolitan Museum of Art might follow suit. As for the zoo, well, you should have talked to that elephant with the swell feed he gets now out of the Mills vendor designed especially for this park.

The Florida exodus is starting and coin-

men are packing up and taking the ladies with them. Although the town will get a little empty soon, if you look hard you'll probably find a citizen or two—both of them operators—trying to beat each other to the same location. On the level, though, the way the associations have it, there's less of that cut-throat stuff today than ever before.

Amusement men are pretty cheerful these days, for no campaign is on and it's live and let live. Those who have increased their routes include Harry Rosen, Irving Isreal, Sol Weinstein, Dave Beck and Charles Goldstein. There's been magic behind their increases—consistent hard work plus a break or two. Rosen, for example, plucked a spot for three months. Isreal had one spot signed, almost lost it, regained it then finally signed the location after demonstrating that he was on the job at all times.

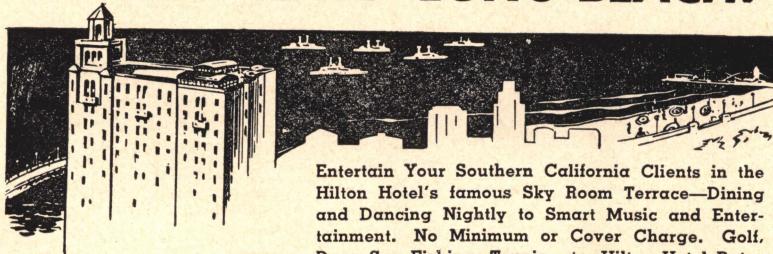
Do coimmen read their trade papers? This is brought up frequently because this scribe is continually asked for information which the inquirer might easily discover for himself if he looked in the REVIEW. While yours truly likes to accommodate the trade, remember, fellers, he's paid for what he writes. Inquiries may be left with association secretaries where they can be picked up. If they're "down my alley," maybe I can pass the information on. Otherwise, 'scuse, please.

Well that's off our chest! The music crowd is still talking about the blowout—the yearly one. The Automatic Music Operators' Association knows the angle in entertaining. Then again, with the standards set by Wurlitzer, you can't go wrong.

Saul Kalson, amiable managing director of the Greater Amalgamated, still can't convince folks that he's a grandpappy. Complains he, "We hear of people finding it difficult to prove that they're younger than they look. Here I am doing my darnest to prove that I'm older than I seem, but I can't get a ripple out of anybody." Okay, Mr. Kalson. Now we've told the world for you.

Neither Joe Fishman nor his pal, Marvin Leibowitz, Rock-Ola's Eastern representatives are talking, but the tipoff is that something is brewing. Operators who remember Fishman when he was at the helm

## SO MANY THINGS TO DO AT THE HILTON HOTEL—LONG BEACH!



Entertain Your Southern California Clients in the Hilton Hotel's famous Sky Room Terrace—Dining and Dancing Nightly to Smart Music and Entertainment. No Minimum or Cover Charge. Golf, Deep Sea Fishing, Tennis, etc. Hilton Hotel Rates Begin at \$2.50 daily.

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AND AWE-INSPIRING SKY ROOM

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of the Amalgamated know that Joe is no dud, and when he sizzles he also fires. So keep your eyes peeled, comrades.

Harry Rosen and Nat Cohen are doing okay by Seeburg, so they tell us. The last word in interior layout is the office they've outfitted, and those gals,—well, we're at it again!

The last stand . . . Watch for the fiesta being planned by the CMA of New York. The tipoff is that the cigarette crowd is going to show the ops what's what in get-togethers. Matty Forbes, James Cherry of the Jersey outfit and Norman V. Fuhrman of the Philadelphia association, have been appointed to figure out all the angles when the show and eats come off. ♦

### Daval's Cub and Ace Getting Wide Acceptance

CHICAGO—What evidently will wind up as a race between distributors for quick delivery of Cub and Ace, The Daval Co.'s new tiny counter games, got under way here recently with a variety of enthusiastic statements concerning reasons for backing this equipment.

David S. Bond, head of Trimount Coin Machine Co., Boston, explains his promotion of the games as a matter of "double" talk—two units, double-duty, double profits throughout New England is his prediction.

I. H. "Izz" Rothstein, president of Philadelphia's Banner Specialty Co., recalling an interest in Daval equipment which began in the days of the firm's first Three-Reel Gum Vendor and the famous Chicago Club House, stresses the element of penny-play with increased numbers of these coins in circulation due to sales and defense taxes, and the assurance of 100 percent mechanical efficiency.

Morrie and Eddie Ginsburg, of Chicago's Atlas Novelty Co., gave seven reasons for placing with Daval the largest initial order—1500 of each—on Cub and Ace. First reason is "No more swindle sheets"; coin dividers end this problem of extra expense to operators from the location. Second, "No more switches;" once on location, the Ginsburgs believe, Cub and Ace are due to stay there for months. Three, "No more meters"; the automatic coin dividers take care of this argument-producing headache. Four, "Cost is one-sixth that of an ordinary machine, yet they bring in double the profits."

Five, "Less than 2 per cent depreciation per month." Six, "Bigger trade-in value." Seven, "Daval counter games bring big, steady profits for years and years. They go on and on. They satisfy the location, they

## Saint Nick SEZ IF YOU WANTA' RAISE PLAIN HELL GIVE HIM



## WINTER UNDERWEAR FOR MEN — THE FAMOUS P. T. WARMER BRAND —

Here's a gift that will "slay" the recipient. It's new, a bit racy and a terrific lot of fun for all. Hand knitted in red and white yarn and tied with a nifty baby ribbon. Wrapped in tissue and neatly boxed for presentation. For the first time you can now buy these handmade novelties at the astonishing price of \$1.00 each, or

3 for \$2.00 • 6 for \$3.75

Prepaid anywhere in the United States. Your money back if you are not completely satisfied.

## LITTLE GIFT SHOP

1115 VENICE BLVD.

LOS ANGELES, CALIF.

please the player, they increase the operator's bank account."

With Cub and Ace demanded in increasing numbers and American Eagle and Marvel still strong, the Daval plant is said to be operating on a 24-hour shift. ♦

### Standard Sales In New Spot

SPOKANE, Wash.—Because "the walls at our old location at 173 South Post wouldn't expand with our business and we were getting very seriously cramped," Standard Sales Co. moved, November 15, to 1219 West First Ave. New location provides some 21,000 square feet of floor space and permits consolidation of all the firm's business under one roof.

Standard Sales handles Rock-Ola phonographs, Columbia, Okeh, Decca, Victor and Bluebird records, premium goods, wholesales Crosley electrical appliances, I. E. S. lamps, fluorescent fixtures, and distributes Gar Wood Boats, marine supplies, and sporting goods. ♦

### Chain Store Accounting Shows Game's Advantages

LONG ISLAND CITY, N. Y.—A highly interesting comparison between the chain store method of operation in figuring out exactly what every inch of floor space should bring in, and the necessity for busy individual locations to follow suit by getting every possible dollar out of every bit of room in order to operate profitably, has been pointed out by a prominent tavern owner here.

This proprietor declared that he insisted on having nothing but a Sky Fighter anti-aircraft machine gun for his place because it took up the smallest floor space and therefore could make a good profit on the room it occupied.

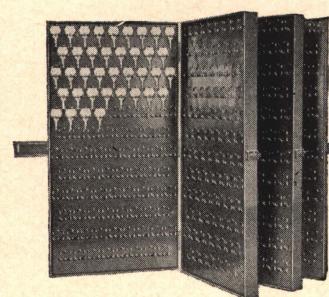
This sort of "hard business sense," according to William Rabkin, president of International Mutoscope Reel Co., makers of the game, plus the game's thrill action, account for the success of Sky Fighter. Operators everywhere who have considered every angle of the situation, he asserts, sum up the reason for the game's lead in profits and sales by declaring "it takes up one-third the space and takes in three times the money." ♦

### Terminology Change Urged By Amusement Trade Board

NEWARK, N. J.—In a resolution adopted November 19, the Board of Governors of the Amusement Board of Trade of New Jersey, Inc., has declared itself opposed to the use of the term "Free Play" in conjunction with coin operated games, and its own membership has adopted the term "Re-Play" as more truly descriptive. The manufacturers, distributors and jobbers of electric coin operated devices, advertising men, and the trade papers in the industry have likewise been urged to adopt the newer term in place of "Free Play" wherever such a term would ordinarily be used.

Harry Pearl, president of the association, approved the resolution. ♦

### LOST KEYS! STOLEN KEYS! MIXED-UP KEYS!



No. 966—Key Cabinet (Open)

These costly troubles end when keys are kept safe and orderly in a

#### KEY CABINET

This Key cabinet is made up of a back and cover section, with back arranged for fastening to the wall with screws. The capacity is increased by building it with one or two intermediate sections. Cabinets cannot be increased in capacity after installed, except that an extra leaf of "102" hooks may be added to 1, 3, or 5 leaf sizes. (Illustrations shows back and cover with two intermediate sections.) Keys are hung from hooks on a "leaf" of steel, each containing 102 key hooks. The back has one leaf, and another may be mounted in the cover. Each intermediate section is fitted with two leaves, back to back. Thus, capacities of 102 to 612 keys may be obtained. The sections open like a book, and uncover each other so that it is always easy to get at the back keys on any leaf. Hasp and staple permit locking by a strong padlock, which is furnished with each cabinet. Each hook will accommodate one to four keys, and is provided with a numbered label holder above. Numbered labels are provided with any series of numbers desired.

These cabinets are built of heavy steel, and each section is supported by three large butt hinges. Cabinet size: 18 $\frac{1}{4}$ " wide x 3 $\frac{3}{4}$ " high x 2 $\frac{1}{2}$ " deep. Each intermediate section adds 1 $\frac{1}{4}$ " to depth. Prices quoted on application, advise size of key blanks or tags.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

564-572 W. Randolph Street  
CHICAGO, ILLINOIS

W. W. WILCOX MFG. CO.

47  
COIN  
MACHINE  
REVIEW

# YES SIR

•  
**The Dates**  
**January**

**13**  
**14**  
**15**  
**16**

**1941**

•  
**What?**  
**Coin Machine**  
**Industries**  
**Exposition**

•  
**Where?**  
**Hotel Sherman**  
**CHICAGO**



## St. Louis

**BOOM FORESEEN . . . "BUMPING"  
ABOLISHED . . . DOG VS. UPHOLSTERY  
... ASSOCIATIONS MEET . . . OWNERSHIP CHANGES.**

By ROBERT LATIMER

ST. LOUIS (RC)—A business boom far ahead of anything St. Louis has experienced for the past decade is characteristic of coin machine circles here into December. The upsurge of sales, particularly predominant in the pintable field, although phonographs are similarly booming, is traceable to the larger amount of employment and consequent freer money in the city through federal government contracts in hundreds of factories.

Most operators are too busy to give more than a casual "hello" to friends, and there was a noticeable decline in the average number of complaints pouring in steadily to both associations in regard to slow delivery of new machines. Manufacturers are better geared to supplying all machines in demand this winter; it was generally agreed.

The Associated Phonograph Owners of St. Louis, meeting in the Statler Hotel during November, established a precedent by winding up all old business for 1940 during the proceedings—intending to save all time of the December final meet for the election of new officers, and spreading of the Christmas spirit. The entire membership was on hand for the November meet, making it the largest of the year.

Reason for this, says president Clay Stewart, was the presentation of a new idea of optional closed competition for the 200 or more operators responsible for most of the music merchandising in the Missouri metropolis and suburbs. Under this new plan, "bumping", or taking up of locations on a basis of route seniority will be abolished, and the location owner can choose his operator according to how good a job the latter does of making the phonograph profitable.

Part of the membership, which includes all incorporated firms in the city, has signified intention to use the plan, and a group of smaller operators is expected to come over to it. It is entirely optional, secretary-manager Ed Fisher explained.

On December 18, Martin Balensiefer, popular operator-distributor who has been

mysteriously holding back any announcement of plans following recent discontinuance of his Wurlitzer franchise, will hold a Christmas party for operators and allied businessmen; in reality this will be the December meeting of the associated owner's group. On the program are attendance prizes from the record company branches surrounding the Balensiefer showrooms at 1500 Market Street, refreshments, an extraordinary musical program, and gifts for everybody attending. Officers for the group will be elected during the short business meeting preceding the party program.

One of the strangest incidents in the trade occurred during early November, when Fred Pollnow, Automatic Phonograph Corp., Al Bussmann, president of the Bussmann Mfg. Co., and Martin Balensiefer visited Cuba, Mo., to open the Missouri quail season with Ralph Denton, popular rural Wurlitzer op. Staying overnight in a Cuba hotel, the group left a fine hunting dog in the car driven by Pollnow, parked on the street below. During the night a windstorm approaching tornado proportions arose (later killing a dozen people in that section of the state) and creating a high scream through the wires on the street on which the car was parked. This terrified the dog so greatly that when the three coin machine men reached the car in the morning, the dog had torn every inch of the upholstery lining out of the interior of the car, including the roof, floor, sides, and door panels, in a mad attempt to get out. Happily, however, it was found that an insurance policy covered the damage—and the insurance company stated it was the first time in underwriting history that such an event had occurred and had been paid for. It was a dubious distinction for Pollnow.

An important change was noted in November when it was announced that John LaBan, who has been local manager for A.M.I. in St. Louis for several years, has purchased the A.M.I. holdings for St. Louis and East St. Louis, Illinois. The purchase included 350 phonographs, and all new wired-music installations in the city.

Jack Beckman, popular veteran operator, has been ill for some time in care of physicians. A new Buick delivered last month is helping to ease his mind somewhat. The route is humming with activity, he says.

Mike O'Gilvy, Peerless Vending Machine Co., led off the local Nimrods with a hunting excursion into southern Missouri in November. He shot a full complement of ducks, one per hour for his three-day trip.

Midwest Novelty Co. changed hands, being sold to Bill Zucker, Wellston, Mo., who will operate a route of 20 machines. Zucker was a busy operator for some time, once heading Paramount Amusement Co., then dropped out for two years, reentering this November with the purchase of Midwest routes.

Clay Stewart, National Amusement Co.

### CARL TRIPPE — Price Plus Guaranteed Satisfaction

ALWAYS! A SQUARE DEAL WITH IDEAL

### GUNS AND BOWLING ALLEYS READY TO OPERATE

Bally Bull's Eye Gun (With Base).....\$62.50	Keeney Anti Aircraft Gun (Black Cabinet).....\$89.50
Bally Alley (1940 Model).....19.50	Seeburg Jailbird Gun (Without Base) 69.50
Evans Ten Strike (150 Dial).....59.50	Baker Sky Pilot.....89.50
Chicken Sam (Without Base).....49.50	

Terms: One Third Deposit. Balance C. O. D.

**IDEAL NOVELTY CO.**

1518 MARKET ST.  
ST. LOUIS, MO.

## SPECIAL

3 Bally Alley .....	\$15.00
2 Anti Aircraft Guns.....	80.00
<b>USED PAYOUT MACHINES</b>	
2 One Two Three.....	40.00
1 Grandstand .....	72.50

1 Congo .....	\$27.50
2 Brown Paces Races 30-1.....	80.00
1 Bally Royal Flush.....	87.50
1 Kee Bell .....	32.50
3 Mills Rio .....	25.00
1 Tanforan .....	20.00

## OLIVE NOVELTY CO.

2625 LUCAS AVE.

ST. LOUIS, MO.

is proving the profits of his business with a new Buick—fourth to be bought by the coin machine trade in the month . . . Ed Hackman, Hackman-Hertel, is spending a bit of time, despite doubled route duties, in duck hunting . . . Andy McCall, McCall Novelty Co., is announcing a name for his new baby daughter—Andrea . . . Howard Kortz, formerly owner of Modern Phonograph Co., bought it back again and is operating with his old zest.

One of the distributing luminaries of the field, Ideal Novelty Co., will shortly move, according to announcement of President Carl Trippe. The Ideal business will go to 2832 Locust Street, in midtown, if present leasing arrangements follow through. This will give Ideal an opportunity to display the huge amount of merchandise on hand, and to get away from the cramped conditions prevailing for more than six years. The new building has an upstairs display room, twice as much first-floor space, and room for separate service and repair departments.

The Missouri Amusement Machine Association held a November meeting in the Statler Hotel in mid-month, to discuss important legislation which inevitably pops up year by year in the pinball field. Principal speaker on the program was M. Murray of the Missouri tax committee, who explained that a new interpretation of a sales tax law passed October 1 now means a closer contact with the operators of every type of machine. Formerly, the sales tax on pin tables, vendors, target games, phonographs and other units was never passed along to the route operator. Under the new ruling, the operator must pay a sales tax on every machine bought for his route unless it bears a resale code number—which cannot be affixed unless the machine is for sale. Thus, operators who have escaped this extra tax for years, can now find an extra \$2 or more sales tax on each machine. The extra tax revenue will help greatly to smooth out the rough spots in transactions between jobber and operator, it was explained.

Outstanding pleasant point of the meeting was news that the Missouri Amusement men will lease a private car on the C & S railroad to the Chicago Show in January, for all members and operators contiguously supporting the Show contingent. Carl

Trippe will preside over the entertainment committee, as usual. Also rented is a suite of rooms in the Sherman Hotel in Chicago for use of the St. Louis delegation. Distributors are supplying a contribution of \$25, and a case of "refreshments" for the trip north.

Jimmy Carmody is out of the hospital following a siege of influenza, reporting back to his routes in late November.

Royal entered the pinball field in December, with a new window display and showroom space for toys, candy, peanuts, novelties, and several appliance premiums. Bill Brodsky will manage the premium department.

Minnie Abbott, long famous as St. Louis' most energetic phonograph route operator, died in Jackson, Missouri during November.

W. B. Abbott has been appointed new district service manager for Rock-Ola in St. Louis, taking over in December.

Ideal Sales Company, premium and punchboard merchandisers, have remodeled their showroom and put in a new line of premiums for the Christmas season, including a "blink-eye" Santa Claus. ♦

### May New Bally Distrib

SAN ANTONIO, Tex.—Sam May has been named distributor in this territory for products of Bally Mfg. Co. A "Bally booster" from way back, May reports that territorial conditions are now so adjusted that he can do full justice to the Bally line. He expects a splendid volume of business on Rapid-Fire, and the newer Bally ray gun, Defender. ♦

## OPERATORS

Big Income on small investment,  
with route of Prophylactic La-  
tex Vendors in Taverns, Night  
Clubs, etc.

For details write

### SAFE-WAY VENDING CO.

17712 Chandler Park Drive,  
DETROIT, MICH.

## Paradise Scores For Gottlieb

CHICAGO—"We pride ourselves in once again having given the industry an outstanding hit in Paradise," declared Dave Gottlieb, president of D. Gottlieb & Co., in announcing his company's new amusement table.

Backboard of the game is reported to portray the firm's new Plumage-Glo effect which depicts the proudest of all birds, the peacock, in fullest elegance and splendor, with a light-play "beyond description" on the plumes. The playboard, too, is said to be vividly-colored, with brilliant catalin bumpers presenting an attractive iridescence.

Game has eight ways to win, and eight new scoring rollovers are included in the new features.

Among the leading distributing organizations reporting boundless enthusiasm for the game was that of B. D. Lazar of Pittsburgh and Philadelphia, where both Lazar himself and Monte Spiegel, manager of the Philadelphia office, asserted that "You can best judge a game by its collections, and that's where Paradise actually proves how good it is. Our customers are calling for more and more."

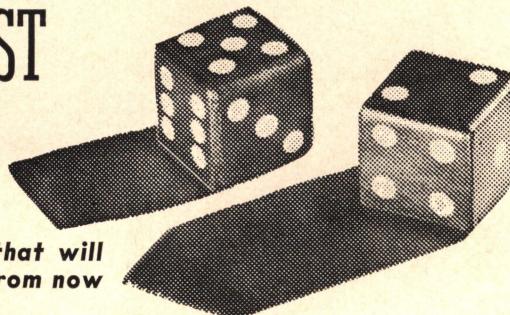
C. C. Hutchinson, leading test operator of Waukegan, Ill., expressed identical views, declaring, "I predict Paradise will be even greater than Gold Star. My collections substantiate my predictions." ♦

### South Pasadena Approves Marble Games

SOUTH PASADENA, Calif.—Despite some efforts to outlaw them, marble games and claw machines will continue to operate here, following a declaration by the City Council that they have "a favorable economic effect on the business life of the city."

A prohibitory ordinance sponsored by Mayor Andrew O. Porter and Councilman John C. Jacobs was voted down by Councilman Walter A. Garmshausen, Charles F. Hutchins and David L. Butler, who pointed out that the games bring \$950 annually into the city treasury in license fees and asserted they have a stimulating effect on trade. ♦

DON'T TRUST  
TO LUCK!



Get into a business that will  
be as good 15 years from now  
as today!!!

Because of partnership difficulties you can purchase  
a route of

## 200 SCALES

all located in Los Angeles County, and showing a  
profit of 30%. For an attractive proposition, on a  
cash basis, write:

**BOX 325**

COIN MACHINE REVIEW

1115 Venice Blvd.

Los Angeles, Calif.

**49**

COIN  
MACHINE  
REVIEW

# Chicago Show Gives Industry Favorable Publicity

By A. E. Gebert  
Member, 1941 Show Publicity Committee

Favorable newspaper and radio publicity for the entire coin machine industry will be one of the biggest benefits of the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13 to 16. The Show serves as a brilliant stage on which coin machine men can effectively dramatize the industry's contributions to the economic welfare of the country.

In order to obtain the maximum benefits of publicity, Coin Machine Industries, Inc., the manufacturers' association which is sponsoring the 1941 Show, has retained an outstanding firm of public relations counsellors to prepare and direct publicity in connection with the Show. This organization, Theodore R. Sills & Co., handles publicity for the bowling industry, the independent grocers, the laundry industry, the road-building industry, and many other large industrial groups.

In charge of coin machine publicity at the Sills headquarters is Hugh Buras, who was formerly associated with leading coin machine manufacturers and who is known to many coin machine men throughout the country. His knowledge of the industry's

problems, plus the experience of the Sills organization in the publicity field, insures favorable press recognition for the industry.

The coin machine industry's part in creating jobs and purchasing power provides the theme for a powerful publicity story, which will be published in newspapers from coast to coast and in the trade magazines of dozens of industries supplying material to the coin machine industry.

The many new and revolutionary types of amusement, music and vending machines to be revealed at the January Show will also provide interesting newspaper stories which cannot fail to win the good will of the public. And the good will of the public is probably the most essential factor in the continued progress and prosperity of the industry.

Thus the Coin Machine Show—and the resulting publicity—directly contributes to

the financial welfare of every man and woman in the industry. For that reason alone, if for no other, every operator, jobber and distributor should be sure to attend the "bigger and better" 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13 to 16. ♦

## Defender Is Bally's Newest Ray Gun

CHICAGO—Said to be built into a single compact cabinet which actually occupies less floor space than a pin game, but gives the player the illusion of shooting at a distant target through a telescopic sight, Bally Mfg. Co. has announced production of Defender, a new machine-gun device utilizing the successful principles of Rapid-Fire.

Target of the unit is a realistic combat plane—not a "moving picture" but a miniature model which zooms back and forth above a raging battle, according to Ray Moloney, Bally president—and action is arranged to insure suspense and maximum skill appeal since the player never knows whether the plane will appear from behind a cloud bank toward the top of the cabinet, or from behind a clump of trees toward the bottom. Flight direction is different every time, it is reported, requiring quick action and sure-shooting skill on the player's part. ♦

## East Bay Novelty Branches

OAKLAND—H. J. Rydman, president of East Bay Novelty Co., 18-year-old distributing and jobbing firm, reports opening of a sales and service department at 2305 San Pablo Ave., here. Branch has an individual name, Local Vending Machine Co. ♦

## Kansas City

(Continued from page 43)

hereabouts. Interest is being heightened in them around locations with such questions as: "Are you of draft age? Why not start your practice now?" And "Were you in the last war? How good is your aim now?"

Operators of these machines report that in locations such as taverns and drug stores where the location owner is more or less in personal contact with his customers, a few hints in this vein is all that's needed to get a competition going between veterans and the new draftees. It goes without saying that these competitions often run into several hours with a very good profit to most persons concerned.

"Doc" Hamilton is back around Kansas City again but is making no statement as to his future plans. Rumor has it from his old headquarters at Hamilton Enterprises, that a new machine may come out of there some day before long. However, nothing definite has been announced.

3,000 sq. ft. of floor space are being added at the United Amusement Co. as this firm again reaches out and adds to its comparatively new building. This now extends the building over the entire back part of its lot but leaves half of the front open for loading docks and parking space. Carl Hoelzel is still set in his idea of gaining for United the largest stock and floor space of any coin machine center in the Missouri Valley.

Like every other local distributor, he believes, the coin machine industry as a whole in this section can really stand back and shout to everyone "A VERY MERRY CHRISTMAS." To this greeting may we add our own very lusty "Amen". ♦

50  
COIN  
MACHINE  
REVIEW

**STARTLING OPPORTUNITY AND PROFITS**



**VIEW-A-SCOPE**  
Can be placed in almost any location.  
No competition. Operators can get in on  
this big money-maker now. 450 Fun &  
Feature Films available.

Made by the maker of the  
famous King of Vendors  
**"SILVER KING"**

See your jobber, or write

**AUTOMATIC GAMES**  
2422 Fullerton Ave. Chicago, Ill.

## Program of the 1941 COIN MACHINE SHOW

**Monday, January 13**

### Exhibit Hours:

2:00 p.m. to 10:00 p.m.

### Home-Coming Luncheon:

12:00 noon to 2:00 p.m.

A nationally known speaker and high class entertainment will be provided.

**Tuesday, January 14**

### Exhibit Hours:

10:00 a.m. to 9:00 p.m.

### Wednesday, January 15

### Exhibit Hours:

10:00 a.m. to 9:00 p.m.

Entire day (to 6:00 p.m.) reserved for meetings of operator, jobber or distributor associations.

Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

### Association Executives Dinner

6:00 p.m. to 8:00 p.m.

### Be Prompt

The Officers and Directors of C.M.I. complimentary dinner to the Presidents and Acting Secretaries of Associations of the Coin Machine Industry.

### Thursday, January 16

### Exhibit Hours:

10:00 a.m. to 3:00 p.m.

### Annual Banquet

7:00 p.m.

Followed by a magnificent floor show and dancing.

# NOW — 6 for \$6000

Tremendous quantity production  
makes new case price possible

## Here's Why

**IMP** is the world's largest selling counter game.

**IMP** sets a new style in beauty; radio styled cabinet; supplied in a variety of radiant colors.

**IMP** has shutter type hinged reward sign; hides reels when not in operation.

**IMP** is supplied with cigarette, fruit or number reels (extra reel strips furnished free of charge).

**IMP** has Gum Vender, which helps legality, can be reloaded by location.

**IMP** can be supplied with Coin Meter which provides unlimited cash capacity.

**IMP** is easy on the pocketbook. Price only \$12.50 each, f.o.b. Factory. Carton of 6 for \$60.00.

**IMP** fits into the Palm of your hand, only 5x5x6", weighs 5½ lbs.



51  
COIN  
MACHINE  
REVIEW

The rotomatic coin chute which is built into IMP is the finest clog-proof chute we have ever built, our experience of a Million Games is back of it. Every important Distributor has IMP in Stock. See your nearest Distributor or write us for his name. Take advantage of the new case lot price on IMP now!

## GROETCHEN TOOL CO.

124 NORTH UNION ST.

CHICAGO, ILLINOIS

## Hard Boiled Eggs Newest Vending Field

ST. LOUIS—Cro-Mar Sales & Mfg. Co. has entered the vending machine field with a new device which vends selected hard boiled eggs at a nickel each, reputedly netting an excellent profit to route men with 50 to 100 machines. Belief of firm's officials is that the new unit will be welcomed eagerly by poultrymen as an outlet for surplus eggs.

It is also said that the machine can be used for dispensing other merchandise suitable for many locations, and one large operator is reported to be planning to use a solid metal cover instead of the standard glass top, so as to conceal the product, and so operate the machine as a prize package vendor with a nominal prize for each coin spent, and major grand prizes at two or three varied compartments.

Device is National Slug Rejector equipped, and is said to be modestly priced. Estimate is that the St. Louis area alone will absorb 750 to 1000 machines, Chicago probably 3500 units, and other areas proportionate quantities.

## Rock-Ola Readies "Something New"

CHICAGO—With show time rapidly approaching, officials of the big Rock-Ola Manufacturing Corporation in Chicago, promise operators the biggest surprise they have ever had. According to reports, plenty is in store. Workmen are busy constructing another new addition to the factory with heavy concrete foundations. It is whispered that special huge presses will be installed to handle the new production. What is it? (Shhhh! You'll see it at the show!) ♦

## General Vending Features Cub and Ace

BALTIMORE—According to report of Irvin Blumenfeld, General Vending Service Co. is now featuring Daval's Cub and Ace counter games. Firm's executive was impressed with the automatic coin dividers

when he saw the two units at the Daval factory in Chicago, and determined to impress on operators in his territory the fact that this made it profitable to run long distance routes.

As with a good many other firms, case shipments are being emphasized on the belief that the operator can put the entire case under his arm and drop off the games—there are six to a case—as he goes along. ♦

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## ADVANCE REGISTRATION FOR COIN MACHINE SHOW

at Hotel Sherman—Chicago  
January 13, 14, 15 and 16, 1941

(To be used only by qualified Operators, Distributors, and  
Jobbers of Coin-Operated Machines.)

Please write or print plainly and in full.

Name \_\_\_\_\_

Address \_\_\_\_\_

Operator.....	Types	Amusement.....	Music.....
Distributor.....	of	Merchandise.....	Scales.....
Jobber.....	Machines	Other Types	

I buy from (Name Two) \_\_\_\_\_

Please enclose letterhead or business card as identification.

Date ..... Signed by .....

You may use this to register others of your firm if you like. List names below:

Mail to James A. Gilmore, Coin Machine Industries, Inc.,  
Hotel Sherman, Chicago, Ill.

## Bargain Mart

5c PER WORD, MINIMUM \$1.00

No General Delivery ads accepted. Send copy,  
with remittance to COIN MACHINE REVIEW,  
1115 Venice Boulevard, Los Angeles, California

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Have your machines adjusted, tightened, cleaned and greased. Replace defective springs and worn parts. Have them buffed and painted. Install new Reel Strips and Award Cards. Increase earning power. Let GRAHAM do the job. 212 East Palmer Ave., Glendale, Calif. Phone: Citrus 1-1093. (SS-C)

### FIVE DOLLARS NOW

May save you five hundred later. Before you invest, investigate thoroughly. Use the proven services of bonafide investigators specializing in coin machine research work. Average fee five dollars. COIN MACHINE ADVISORY SERVICE, Box 61, Los Angeles, Calif. (TF)

### CIGARETTE MACHINES

Largest selection used Equipment on West Coast. Thoroughly reconditioned with new factory paint job. Reliability—our password. S. F. MERCHANDISING VENDING MACHINE COMPANY, 156 9th Street, San Francisco, Calif. (5-41P)

### COIN WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper; 45c a thousand in 25,000 lots, 60c single thousand. Accurate Penny Coin Counters, heavy aluminum, \$1.00. Belt Pocket, 35c postpaid. HECHT NIELSEN, 1322 Congress St., Chicago, Ill. (NDJ-C)

### BARGAINS

600s, \$134.50; 24s, \$79.50; 61s, \$74.50; 51s, \$44.50; Columbia's Q. T.'s, Vest Pockets, \$27.50. Request Arcade closeouts. COLEMAN NOVELTY, Rockford, Ill. (NDJ-P)

### FOR SALE CHEAP

Keeney Super Track Times, Keeney Pastimes, Mills Chrome Bells. All kinds of checks. CHARLES PITTLER, New Bedford, Mass. (D-C)

### FOR SALE

Bally latest model 5c streamline Hot Popcorn Vending Machines with improved Vanak slug-proof coin chutes, \$29.50 each. One machine free with each five ordered. Guaranteed like new. Money back if returned within five days. 10 Keeney Anti-Aircraft Guns, brown cabinet, \$95.00 each; black cabinet, \$79.50 each; guaranteed like new with Hitler, Mussolini, Deer and Girl changeovers, \$2.50 extra; 15 International Mutoscope Sky Fighters, 300 shots 5c, originally \$295.00 each, sacrifice, \$195.00 each. 15 Bally Rapid Fire machines used 30 days, special close-out, \$145.00 each. Bally Eagle Eye machines with adjustable base, 30 shots 5c, \$29.50 each. 5% discount if full amount accompanies order. LEMKE COIN MACHINE COMPANY, 31 West Vernor, Detroit, Michigan. (DJ-C)

### FOR SALE

Two Keeney Air Craft Guns, both on location, \$70.00 each. E. L. HEARN, 1493 West 47th Street, Los Angeles, Calif. AXminster 8013. (D-P)

### PHONO PARTS

Are you in need of any Wurlitzer Phono parts? Save 75%! Write immediately—Tell us what you want! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. (TFC)

it's the **Favorite** with operators everywhere

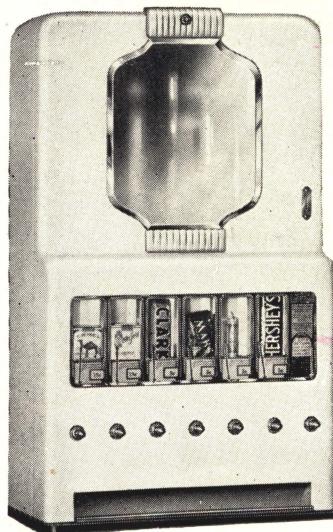
# Univendor

## THE MULTIPLE PRICE VENDOR

If you're looking for greater returns from your vending operations, then do as thousands of other successful operators are doing—switch to Univendor, the multiple price vendor.

Univendor is the only machine offering the multiple price vending feature. A feature which permits the vending of merchandise retailing at three different prices. This feature permits the varying of merchandise to fit each location requirement and encourages more than one sale to each purchaser. Check the exclusive Univendor features listed below.

- *Multiple Price Feature. Univendor may be furnished to vend any of the following 3 price combinations (5c-10c-15c, 5c-10c-20c, or 5c-15c-20c).*
- *Larger capacity, 8 columns—160, 6 column 102.*
- *Large individual shelf capacity, permits vending of all popular brands.*
- *Easier loading, a flick of the finger sets an entire column for reloading.*
- *Price of each column is set individually.*
- *Precision built mechanism gives years of trouble-free service.*
- *Modern styling for maximum eye appeal.*
- *Equipped with National slug rejector.*



UNIVENDOR JR., Wall or Floor Model. Univendor Jr. is a 6 column vendor with 102 shelf capacity. Can be furnished as a straight wall model with brackets and bolts for erecting. Or if the location conditions require, it can be furnished with matching base, making an attractive floor model vendor.



Standard Model Univendor—8 column, 160 shelf capacity . . . available with multiple price feature or as a straight 5c vendor. Selection of pleasing colors to choose from.

### The Key To Larger Earnings

Write today for the complete story on the Univendor line of merchandise machines.

*Stoner Corp.*

332 Gale Avenue, Aurora Illinois

HERE'S

Bally's NEW MACHINE-GUN SENSATION!

# DEFENDER

## NEW "TELESCOPE" SIGHT!

Creates thrilling illusion of distance! Plane appears to be soaring far overhead . . . yet entire machine actually requires less floor space than a pin-game!

## REALISTIC TARGET!

Not a "movie"—but a miniature model pursuit plane in action. Angle at which plane zooms into view constantly changes . . . insuring powerful suspense and "try-again" repeat play skill appeal!

## PROVED! IMPROVED!

All the proved and potent play-appeal of Bally's record-smashing Rapid-Fire . . . plus new profit-boosting features and mechanical refinements galore! Gun is popular sub-machine gun type . . . favorite of players from coast to coast . . . quickly adjustable to comfortable shoulder level . . . swivels 4-ways to insure accuracy of aim . . . actually shoots light rays . . . 100 shots for 5 cents.



## COMPACT UNIT CABINET

Actually requires less floor space than a pin-game cabinet, only 50 in. long by 32 in. wide, 5 ft. 10 in. high, eliminates connection cord . . . wins a welcome in busy crowded spots.

You know the record-smashing profit-power of Rapid-Fire. Now increase your machine-gun earnings . . . and grab the busy, crowded, big-money locations with DEFENDER, the Rapid-Fire gun for 1941! See your distributor or write factory today.

JANUARY 1941  
COIN MACHINE SHOW  
SHERMAN HOTEL, CHICAGO  
13 14 15 16

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